



# Agenda

CITY CLERK'S OFFICE

DATE 5-22-12 TIME 4:44 pm

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OCCUPANCY TAX ADVISORY BOARD  
MAY 31, 2012  
CITY COUNCIL CHAMBERS – CITY HALL

8:30 a.m.

Regular Meeting

I. Procedures:

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

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

III. CVB Activity Reports:

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

IV. Final Report:

- a. Juan Siddi Flamenco – Justin Nadir

V. Request for Approval:

- a. Approval of projected fiscal year 2012-2013 1% Lodgers' Tax funding for:
  - 1) Special & New Projects Program contracts; and
  - 2) Community Arts Promotion Program contracts renewals.

VI. Meeting Schedule:

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

VII. Adjournment

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

**CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD MEETING  
May 31, 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	1
c. Approval of Minutes: April 26, 2012	Approved [as submitted]	
<b>II. LODGERS' TAX UPDATE</b>	Information/discussion	2-3
<b>III. CVB ACTIVITY REPORTS:</b>		
a. Jim Bradbury (interim SFCVB Executive Director)	Information/discussion	3
b. Christine Madden – SFCVB Sales	Information/discussion	3-4
c. Steve Lewis – SFCVB Public Relations	Information	5-6
<b>IV. FINAL REPORT</b>		
a. Juan Siddi Flamenco-Justin Nadir	Information	6-7
<b>V. REQUEST FOR APPROVAL:</b>		
a. Approval of projected fiscal year 2012-2013 1% Lodgers' Tax funding for:		
1) Special & New Projects Program contracts; and		
2) Community Arts Promotion Program contracts renewals		
	Approved	7-8
<b>VI. MEETING SCHEDULE</b>		
The next meeting will be held on June 28, 2012 at 8:30 a.m. in the City Hall Council Chambers.		8
<b>VII. ADJOURNMENT</b>		8

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
May 31, 2012**

**I. PROCEDURES**

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

A regular meeting of the Occupancy Tax Advisory Board was called to order on May 31, 2012, at approximately 8:33 a.m. by Miguel Castillo, Chair in the City Council Chambers, City Hall, Santa Fe, New Mexico.

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

**MEMBERS PRESENT:**

Miguel Castillo, Chair  
Mary Bonney  
Paul Margetson  
Terrell White

**MEMBERS ABSENT:**

Jon Hendry

**STAFF PRESENT:**

Jim Bradbury, Interim Director, CVB  
Cynthia Catanach, Administrative Assistant  
Dr. Melville Milligan, Finance Department  
Debra Garcia y Griego, SF Arts Commission  
Steve Lewis, SFCVB Public Relations  
Chris Madden, SFCVB Sales  
Sabrina Pratt, SF Arts Commission

**OTHERS PRESENT:**

Linda Ballentine  
Justin Nadir, Juan Siddi Flamenco  
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.**

**DRAFT: SUBJECT TO APPROVAL**

**b) APPROVAL OF AGENDA**

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

**c) APPROVAL OF MINUTES –April 26, 2012**

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

**II. LODGER'S 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 "A".)

Mr. Milligan reviewed the information in Exhibit "A". Please see Exhibit "A" for the specifics of this presentation.

Mr. Milligan reported that lodger's tax receipts continue to decrease and are down 2.67%, when compared to this time in the prior year. He said there are a number of reasons for this, but one of them has to do with the fact that there are five properties (hotels) that have not paid their lodgers' tax. The City has been in contact with them and is in the process of filing liens against them.

Mr. Milligan explained that it is hard for the City to estimate what that amount would be.

Mr. Milligan said the Rocky Mountain Lodging Report shows that the average daily rate for a hotel room in Santa Fe for 2011 was \$85.31 and \$88.62 in 2012. The revenue available per room (after expenses) was \$45.72 in 2011 and \$46.03 in 2012. The average occupancy rate in 2011 was 53.6% and has decreased to 51.9% in 2012.

Mr. Margetson mentioned that OTAB has been told that the City cannot tell them which hotels are not paying; however, this information was published in the newspaper. He said this is somewhat frustrating to the Board. He asked Mr. Milligan how long it has been since these hotels have not paid their lodgers' tax.

Mr. Milligan said he did not have this information available today. He offered to ask Mr. Tapia to send the Board this information. He said he did not know why the Board was not told this information in the past but they are entitled to know who hasn't paid, etc.

Mr. Milligan noted that GRT has been up and continues to be up.

Mr. White asked Mr. Milligan if he knew why there was an increase in GRT collections.

Mr. Milligan said no, but, there were big construction collections because of the new Wal-Mart and Court House.

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

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

Mr. Bradbury reported as follows:

- SOFA has decided not to return to Santa Fe because there was a lack of participation. The CVB is striving to collect the other 50% that is owed to them (\$16,000). A letter will be going out to them regarding this.
- Cynthia Delgado went with the Department of Tourism to New York. While she was there, she visited with 25 journalists and had another 8 appointments with a variety of other publications. They are hoping to get some press out of these.
- The CVB is looking for a busing summer.

At the prior Board Meeting, the Board agreed that there would be no meeting in June, however, Mr. Bradbury requested that the Board reconsider this because there are a couple of organizations who want to give their final report to the Board; so they can submit for reimbursement to close out the contracts.

The Board agreed to have a meeting in June (28<sup>th</sup>).

Mr. White asked Mr. Bradbury if there was a way to address – through NBC and ABC – the press coverage that New Mexico is presently getting nationally about the fires. The media needs to mention that this is a big state and the fire is only on the south side of the state.

In response, Mr. Bradbury said he would work with Steve Lewis, Lou Hammonds and the Department of Tourism on this.

#### **b) CHRISTINE MADDEN – SFCVB SALES**

[Copies of *Santa Fe Convention and Visitors Bureau Sales Activities for period: July 1, 2011-May 31, 2012* - {Exhibit B} were distributed.

Ms. Madden reviewed the information in Exhibit "B". Please see Exhibit "B" for the specifics of this presentation.

Ms. Madden reported as follows:

- The CVB expects to hit the 30,000 goal (in bookings) for this fiscal year; and there are 50,000 within reach for next year. Ms. Madden will be meeting with the Director of Sales in July to discuss this further.
- Bookings are going steadily well and are pacing ahead, when compared to the prior year. There are 28, 209 confirmed bookings for FY'11-'12, compared to 15,272 in FY'10-'11. There are 4,419 pending signature/tentative bookings. The CVB has lost 14,757 bookings in FY'11-'12, compared to 35,027 in FY'10-'11.
- Some site inspections will be done prior to three city-wide promotions.
- The International Bicycle Association has another site visit scheduled at the Convention Center.
- There will be another FAM group coming into town in the second week of June. One with meeting planners and one with media representatives. These represent approximately 500 room nights.
- CVB representatives met with a group in December and the Brain Injury Association is working with them to determine whether or not Santa Fe will work for them.

Ms. Bonney mentioned that the Canyon Road galleries will remain open late for gallery tours.

Mr. Margetson asked what the CVB would be doing promotion-wise in the next 90 days.

Mr. Bradbury said Cynthia Delgado will be attending the next OTAB meeting and she can report on that. He said there are several seasonal promotions presently going on.

Mr. Margetson noted that he met with representatives from LTAB and they indicated that they give copies of their marketing plan to the CVB, is this correct.

Mr. Bradbury said yes.

Mr. Margetson would like the OTAB Members to get copies of that.

Mr. Margetson said that he, John Berkenfield (LTAB Chair) and Russ Rountree (Advertising Agency for County) and they are prepared to meet with the County and

City Managers to discuss some ideas regarding possible partnering efforts. He will set up the meeting.

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

Mr. Lewis reported as follows:

- With regards to the national media concerns about the fires, Mr. Lewis said this is a constant media problem but he will reach out to the television stations, as well as the *Wall Street Journal* travel editor to emphasize that the Gila Wilderness is over 300 miles away.
- Mr. Lewis met with 11 writers who were part of Historic Hotels and Resorts press trip.
- Mr. Lewis did an NPR interview about Santa Fe for a release in the Santa Barbara area.
- He supplied photographs for a piece in *USA Today*.
- Mr. Lewis and Ms. Delgado are working on plans for the upcoming Tourism Department press visit in June.
- Mr. Lewis provided information to *Art & Antiques* for their upcoming issue on summer markets.
- Mr. Lewis met with a writer from Vancouver who had not been to Santa Fe before and he came away very impressed.
- Mr. Lewis and Ms. Delgado worked with a UK writer from *The Times* on the Santa Fe portion of his New Mexico visit.
- Mr. Lewis met with the southwest *Rough Guide* writer for a guidebook update.
- As reported earlier, Ms. Delgado met with seven publication editors during a New York City visit to attend the New Mexico Tourism Department press luncheon. The publications she met with include: *Health, Travel & Leisure*, *WORTH*, *Wall Street Journal*, *Elite Traveler*, *Food & Wine*, and *Food Network Magazine* with a combined circulation of more than 16 million.
- A local writer produced a guide to the Folk Art Market that appeared in the *Dallas Morning News*.



- Through constant promotion-especially by Ms. Delgado – the city is a finalist in the Rand McNally/USA Today Poll on Best Small Towns in the Best Food category. The CVB will start planning for a visit by a team of judges to show them why we deserve the overall title.
- The CVB promoted the Gumball 3000 Rally. Organizers feel that there were more than 5,000 people on the Plaza for the car arrivals.
- Mr. Lewis concluded his report noting that LTAB is planning to approve a request for \$5,000 to support a joint city/county press trip, tentatively set for this fall.

Mr. Margetson said he would like to advocate or suggest to City Council that the Plaza be closed during the evening hours, starting at 5:00 p.m.

Mr. Bradbury said he believes a group will be making this proposal to City Council and they will have to get the downtown merchants to support this.

Ms. Bonney asked if OTAB could ask LTAB to pitch in to put the *Visitors' Guide* as an insert in *Texas Monthly*.

Mr. Bradbury offered to check on the price to do this.

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

##### **a) Juan Siddi Flamenco-Justin Nadir**

Mr. Nadir 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.

Mr. Nadir said Juan Siddi Flamenco Theatre Company presented 51 shows over a nine-week period at the Maria Benitez Theatre at the Lodge at Santa Fe from June 17 through August 14, 2011.

Mr. Nadir noted that the local audience has increased by about 20%. They estimate that 1,892 parties attended the Juan Siddi Flamenco Theatre company during the nine-week period.

Mr. Nadir said aside from the CVB co-operative marketing campaign, they chose to advertise in the Santa Fe *Visitors' Guide*, various other in-market and out-of-market publications, as well as the Albuquerque market to increase audience participation. They also advertised in the *New Mexico Magazine*.

Mr. Margetson asked Mr. Nadir how many cities they play at throughout the country.

Mr. Nadir said they played at about 18 cities in six weeks. There is also a national tour in the making for January, February and March.

Mr. Margetson asked how many go on tour.

Mr. Nadir said they had 11 this past year.

Mr. Nadir introduced Linda Ballentine, the new Operations Manager.

**V. REQUEST FOR APPROVAL:**

- a) **Approval of projected fiscal year 2012-2013 1% Lodgers' Tax funding for:**
  - 1) **Special & New Projects Program contracts; and**
  - 2) **Community Arts Promotion Program contracts renewals**

[Copies of the Memo to the Occupancy Tax Advisory Board from Debra Garcia y Griego dated May 17, 2012 were distributed in the Members' packets. A copy is hereby incorporated to these Minutes as Exhibit "D".]

Ms. Garcia y Griego presented the information from Exhibit "D". Please see Exhibit "D" for the specifics of this presentation.

Ms. Garcia y Griego said on January 12, 2012, the Arts Commission issued RFP #12-12/P, seeking services related to the 1% Lodgers' Tax. A total of 53 proposals were received by the March 8, 2012 deadline. Sixteen applications were received in the Special and New Projects Program category and 37 applications were received in the Community Arts Promotion Program category. Two applicants withdrew their applications prior to the review process.

Following a staff review for eligibility, the proposals were reviewed by one of two six-member grant review panels representing various areas of expertise and the nine-member Arts Commission. Twelve organizations did not receive the minimum score and are therefore ineligible for funding.

The Arts Commission met on May 14, 2012 to formulate funding recommendations. [Copies of the recommendations are included with Exhibit "D".]

Staff requested the Board's approval of the 1% Lodgers' Tax funding recommendations for 39 nonprofit arts organizations through the Arts Commission's Special and New Projects Program and Community Arts Promotion Program, totaling \$624,234 for fiscal year 2012-2013.

Mr. Margetson asked Ms. Garcia y Griego how they arrive to this number.

Ms. Garcia y Griego said during the budget process, they get an estimate from the Finance Department on what the 1% Lodgers' Tax funding will look like.

Mr. Margetson said he is disappointed that there is nobody from the hospitality industry on their panel and that they are not part of this process.

Ms. Garcia y Griego said they are looking for Commissioners and the hospitality industry is one area they will be considering.

Ms. Pratt said years ago, they also had members from OTAB on the panel.

**Ms. Bonney moved to approve the request for the 1% Lodgers' Tax funding recommendations (for 39 nonprofit arts organizations through the Arts Commission's Special and New Projects Program and Community Arts Promotion Program, totaling \$624,234 for fiscal year 2012-2013). Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

#### **VI. MEETING SCHEDULE**

The next meeting will be held on June 28, 2012 at 8:30 a.m. in the City Hall Council Chambers.

#### **VII. ADJOURNMENT**

Its business being completed, the meeting was adjourned at 9:30 a.m.

**Approved by:**

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

**Respectively submitted by:**

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

## EXHIBIT

tabbles

A

**City of Santa Fe  
Lodging Tax Report  
For the Month of April 2012**

<b>4% Lodging Tax</b>								
<u>Month</u>	<u>Fiscal Year 2008-2009</u>	<u>% Gain/Loss</u>	<u>Fiscal Year 2009-2010</u>	<u>% Gain/Loss</u>	<u>Fiscal Year 2010-2011</u>	<u>% Gain/Loss</u>	<u>Fiscal Year 2011-2012</u>	<u>Monthly % Gain/Loss</u>
July	\$ 474,642	2.49%	\$ 368,059	-22.46%	\$ 466,349	27%	\$ 429,660	-8%
August	\$ 578,255	3.03%	\$ 508,480	-12.07%	\$ 559,878	10.11%	\$ 584,497	4%
September	\$ 655,056	34.15%	\$ 604,580	-7.71%	\$ 621,818	2.85%	\$ 587,900	-5%
October	\$ 477,328	-34.34%	\$ 420,868	-11.83%	\$ 417,264	-0.86%	\$ 457,746	10%
November	\$ 364,609	-30.31%	\$ 400,356	9.80%	\$ 489,309	22.22%	\$ 447,667	-9%
December	\$ 374,153	67.69%	\$ 229,101	-38.77%	\$ 234,852	2.51%	\$ 223,558	-5%
January	\$ 184,871	-53.42%	\$ 268,342	45.15%	\$ 260,667	-2.86%	\$ 275,908	6%
February	\$ 222,910	-10.69%	\$ 167,499	-24.86%	\$ 201,287	20.17%	\$ 184,248	-8%
March	\$ 235,832	11.17%	\$ 200,011	-15.19%	\$ 198,305	-0.85%	\$ 167,482	-16%
April	\$ 224,625	-41.67%	\$ 306,086	36.27%	\$ 285,430	-6.75%	\$ 276,748	-3%
May	\$ 296,021	-14.32%	\$ 275,292	-7.00%	\$ 265,120	-3.69%		-100%
June	\$ 409,259	-9.44%	\$ 384,175	-6.13%	\$ 349,553	-9.01%		-100%
<b>Fiscal YearTotals</b>	<b>\$ 4,497,561</b>	<b>-10.53%</b>	<b>\$ 4,132,848</b>	<b>-16.75%</b>	<b>\$ 4,349,832</b>	<b>5.25%</b>	<b>\$ 3,635,414</b>	
Cumulative Months								
<b>July - AprilTotals</b>	<b>\$ 3,792,281</b>	<b>4.40%</b>	<b>\$ 3,473,382</b>	<b>-8.41%</b>	<b>\$ 3,735,159</b>	<b>7.54%</b>	<b>\$ 3,635,414</b>	<b>-2.67%</b>

<b>Convention Center 3% Lodgers Tax</b>								
<u>Month</u>	<u>Fiscal Year 2008-2009</u>	<u>% Gain/Loss</u>	<u>Fiscal Year 2009-2010</u>	<u>% Gain/Loss</u>	<u>Fiscal Year 2010-2011</u>	<u>% Gain/Loss</u>	<u>Fiscal Year 2011-2012</u>	<u>Monthly % Gain/Loss</u>
July	\$ 355,983	2.49%	\$ 276,043	-22.46%	\$ 349,762	27%	\$ 322,245	-8%
August	\$ 433,691	3.03%	\$ 381,360	-12.07%	\$ 419,908	10.11%	\$ 438,373	4%
September	\$ 491,292	34.15%	\$ 453,435	-7.71%	\$ 466,364	2.85%	\$ 440,925	-5%
October	\$ 357,996	-34.34%	\$ 315,651	-11.83%	\$ 312,948	-0.86%	\$ 343,310	10%
November	\$ 273,456	-30.31%	\$ 300,267	9.80%	\$ 366,982	22.22%	\$ 335,750	-9%
December	\$ 280,614	67.69%	\$ 171,826	-38.77%	\$ 176,141	2.51%	\$ 167,668	-5%
January	\$ 138,653	-53.42%	\$ 201,256	45.15%	\$ 195,500	-2.86%	\$ 206,931	6%
February	\$ 167,182	-10.69%	\$ 125,624	-24.86%	\$ 150,965	20.17%	\$ 138,156	-8%
March	\$ 176,874	11.17%	\$ 150,008	-15.19%	\$ 148,729	-0.85%	\$ 125,611	-16%
April	\$ 168,469	-41.67%	\$ 229,566	36.27%	\$ 214,072	-6.75%	\$ 207,561.00	-3%
May	\$ 222,016	-14.32%	\$ 206,469	-7.00%	\$ 198,840	-3.69%		-100%
June	\$ 306,944	-9.44%	\$ 288,131	-6.13%	\$ 262,165	-9.01%		-100%
<b>Fiscal YearTotals</b>	<b>\$ 3,373,170</b>	<b>-10.53%</b>	<b>\$ 3,099,636</b>	<b>-8.11%</b>	<b>\$ 3,262,376</b>	<b>5.25%</b>	<b>\$ 2,726,630</b>	
Cumulative Months								
<b>July - AprilTotals</b>	<b>\$ 2,844,210</b>	<b>12.11%</b>	<b>\$ 2,605,036</b>	<b>-8.41%</b>	<b>\$ 2,601,371</b>	<b>7.54%</b>	<b>\$ 2,726,530</b>	<b>-2.67%</b>

<b>Fiscal Year Comparison</b>	<u>2008-2009</u>		<u>2009-2010</u>		<u>2010-2011</u>		<u>2011-2012</u>	
<b>Combined Total 4%+3% Fiscal Year Total</b>	<b>\$ 7,870,731</b>	<b>-10.53%</b>	<b>\$ 7,232,485</b>	<b>-8.11%</b>	<b>\$ 7,612,208</b>	<b>5.25%</b>	<b>\$ 6,361,944</b>	
<b>Current Year to Date Comparison to Prior Year to Date</b>								
<b>July - April 2012</b>	<b>\$ 6,636,491</b>		<b>\$ 6,078,418</b>	<b>-8.41%</b>	<b>\$ 6,536,530</b>	<b>7.54%</b>	<b>\$ 6,361,944</b>	<b>-2.67%</b>



## CONVENTION &amp; VISITORS BUREAU

5/30/12

~~April~~ <sup>MAY</sup> Sales Activity

July 1, 2011 – May 31, 2012

A. Sales Reports:

		<u>FY'11-'12</u>	<u>FY'10-'11</u>
1. Confirmed Bookings	see attached	28,209	15,272
2. Tentative (pending signature)	see attached	4,419	-0-
3. Lost	see attached	14,757	35,027
4. Turn Down	see attached	3,696	25,325
	Leads Working:	8,766	347

B. Site Inspections:We do not have reported Site Inspection statistics from July 2010 - March 2011.Completed Sites from July 1, 2011 until present:

<u>Jul</u>	Shear	Am. Pysch. Assn	Apr 2012	805rn-Signed
<u>Aug</u>	Seyler	AIC	May 2012	57rn-Signed
	Stevenson	NM Historic Soc.	May 2011	180rn-Signed**
	Jacobson	Mattel Inc.	Sept 2011	60rn-Lost
	Cooper	Gumball	May 2012	150rn-Signed
	Group of 5	Soc. of Plastic Surgeons	Aug 2012	900rn-Contract Issued **
<u>Sep</u>	Dunnick	CAC	Oct 2012	1300rn-Signed**
	Koonce	NM State Bar	Jul 2013	600rn-Booking**
	Waters	Ctr. First Amer	Oct 2013	1600rn-Signed **
<u>Oct</u>	Stevenson	NM Historic Soc.	May 2012	180rn-Signed**
	Morgan	Inde Film Market	Oct 2012	~300rn-Cancelled**
	Hamlin	IPAA	Nov 2014	695rn-Lost** now bidding 2015
	Schwappach	AT & T Shareholders	Apr 2012	320rn-Lost**
	Fleetwood	CRIF Lending	Sep/Oct 2012	850rn-Lost**
	Maloy	NASACT	Aug 2014	710rn-Signed
<u>Dec</u>	Klemmer	NM AA	Jun 2012	500rn-Signed
		Texaco Reunion	Sep 2012	80rn-Signed
<u>Jan</u>	DePas	Multi-Housing Laundry Assn	Oct 2012	180rn-Lost
	May	SFAA	Mar 2015	2000rn-waiting to see if Board will consider SF again**
	Breheny	IMBA	Oct 2012	1300rn-Signed**
<u>Feb</u>		No sites – DC Blitz		
<u>Mar</u>				
<u>Apr</u>		FAM and Chicago Blitz		
		NTEA	Jul 2013	140rn
		Rights/Resources	Oct 2012	230rn

**B. Site Inspections Cont'd:**

May	King	Krell Institute	Jun 2013	215rn
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\*CC=Center related booking

**C. Travel/Tradeshaw Reports:****Attended**

<u>Jul</u>	None	
<u>Aug</u>	None	
<u>Sep</u>	HSMAI MEET, Washington, DC	not productive
<u>Oct</u>	SmartMart, Washington,, DC	15 appointments/2 possibles
<u>Nov</u>	FICP, San Antonio	2 possibles
<u>Dec</u>	SmartMart, Dallas	no possibles from show but Sales calls productive
<u>Jan</u>	none	
<u>Feb</u>	DC Blitz (below)	
<u>Mar</u>	DC Blitz	
<u>Apr</u>	none	
<u>May</u>	Springtime-DC	Tradeshaw at which spoke with 41 Meeting Planners, working 2 RFPs with Future possibles: Nat'l. Assn Clean Water Agencies

**D. FAM Trips/Blitzes Completed:**

<u>Jul</u>	None		
<u>Aug</u>	None		
<u>Sep</u>	None		
<u>Oct</u>	None		
<u>Nov</u>	None		
<u>Dec</u>	None		
<u>Jan</u>	None		
<u>Feb</u>	DC Blitz	3 hotel partners	
<u>Mar</u>	" "	18 appointments/ 7 cold drops	possible groups: Brain Injury Insulation Contractors Am. Fncl. Services Natl Hispanic Caucus
<u>Apr</u>	Chicago Blitz FAM	met with 42 Meeting Planners in total 9 Meeting Planners/3 Media (Smart Meetings Corp.& Incent Travel, Prevue	<u>CFMD</u> : CIEE 316 rn 2/13 <u>TENT.</u> QFD 185 rn 9/13 AAS 500 rn 1/14 Cooperage 150 rn 10/13 * NatlHisp 320 11/12 * awaiting decision

**E. Other**

- |   |  |
|---|--|
| • <u>DOS Meeting</u> August 17, 2011    | Recap Memo Attached  |
| • <u>DOS Meeting</u> September 21, 2011 | Developed Group Promotion for Citywides with<br>TKO, Studio X. Final copy received yesterday |
| • <u>DOS Meeting</u> October 26, 2011   | Promotion launch<br>VIP names for outreach<br>Staffing update                                |
| • <u>Tourism Department Meeting</u>     | October 26, 2011 IMBA  |

- **November 9, 2011** **Debra Stottlemeyer joins Sales**
- **January 2012** **Mail 50 VIP chocolates and 'On Us' Invitation - no replies to date**
- **January 2012** **Washington DC Blitz Phone Bank and strategy**
- **Jan/Feb 2012** **on-going cold-calling for appts and RSVP's for Lunch and hosted Reception**
- **March** **Follow up DC appointments**
- **April** **Plan and begin calls for April Blitz (Chicago) and FAM**
- **May** **New Voicemail system**
- **May** **Moved to new server**
- **May** **Trained on new Database system**
- **May** **Prepare for June FAM (10 Meeting Planners/1 Media)**

	FY 11-12	FY 10-11
CFM	28.209	15.272
TENT	4.419	-0-
LOST	14.757	35.027
T/D	3.696	25.325

LEADS: 8766

347

# Monday Mailer Report: 7/1/2011 - 5/31/2012

## Confirmed

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat	Release Reason	Convention Center
3 R Texaco Reunion	1,766	3 R Texaco Reunion	9/30/12	1/9/12	3/6/12		4	80	New		
Abbott International	1,467	Rheum LED Meeting	8/1/11		8/3/11		5	187	New		
American Astronautical Society	1,817	AAS/AIAA Space Flight Mechanics Winter Meeting	1/24/14		5/17/12		4	455	New		
American Institute for Conservation of Historic and Artistic Works	1,341	AIC Post Track(s)	5/11/12	7/8/11	7/26/11		3	57	New		
American Society of Plastic Surgeons	889	2012 Symposium	8/21/12		3/23/12		5	775	New		Yes
ASM International	1,466	Material Data Management Consortium Meeting	7/31/11		7/12/11		3	95	New		
Associated Cooperage Industries	1,931	Cooperage Santa Fe 2013	10/19/13		5/10/12		5	126	New		

TT 28.209

1775



Association of Community Cancer Centers	ACCC Oncology Symposium	1,566	11/29/11	7/13/11	1	10 New	
Association of Electric Companies of Texas	2011 Board of Directors	1,579	9/13/11	11/1/11	4	90 New	
Association of University Research Parks	AURP 2011 Southwest Regional Meeting	1,495	9/13/11	7/8/11 8/15/11	4	51 New	
BLM National Training Center	2012 Measuring and Monitoring Vegetation	1,541	6/5/12	8/19/11	8	147 New	
Center for Action and Contemplation	CAC -The Next 25	1,284	10/24/12	11/2/11	7	1,634 New	Yes
ConferenceDir ect-Georgia	2014 American Folklore Society Annual Meeting	1,540	11/4/14	8/19/11 9/2/11	5	930 New	Yes
Confidential NY Assoc Staff Retreat	Confidential NY Association Staff Retreat 2012	1,932	10/1/12	5/16/12	3	180 New	
Council on International Education Exchange	USAHS Annual Meeting 2013	1,928	2/15/13	4/17/12	4	316 New	
Dual Language of New Mexico	La Cosecha 2012	1,274	11/6/12	7/7/11	4	1,200 Repeat	Yes
Empire Meeting Solutions	PIMA Annual Meeting	1,155	7/16/12	1/10/12	8	520 New	

Equipment Marketing & Distribution Association (EMDA)	EMDA Association's Spring Mgmt Workshop 2012	1,727	4/11/12	11/21/11	5	70 New		
Experient	2012 DCA Mid-year Meeting	1,286	7/9/12	7/8/11	7	300 New		
FBC, Inc.	ISSA Cyber Security Meeting 2012	1,724	4/18/12	11/30/11	1	25 New		
Fuelco, LLC	All Hands Meeting	1,475	9/27/11	8/12/11	4	42 New		
Fusion Advisor Network	2012 Chairmen and Leaders' Conference	1,365	5/18/12	7/22/11	6	281 New		
Greater Las Cruces Chamber of Commerce	Las Cruces Day in Santa Fe 2013	1,898	1/22/13	5/17/12	3	246 Repeat		
Great Plains Laboratory	Great Plains Laboratory Regional Conference 2012	1,725	9/20/12	12/13/11	3/18/12	4	275 New	Yes
Historical Society of NM	2012 NM Statehood Centennial History Conference	1,020	5/2/12	12/19/11	1/23/12	2	210 New	Yes
International Mountain Bicycling Association	2012 IMBA World Summit	1,499	10/7/12	11/1/11	8	1,325 New	Yes	
Interweave Bead Fest	Interweave Bead Fest Santa Fe (2012)	1,245	3/14/12	8/8/11	5	200 Repeat	Yes	

Interweave Bead Fest	1,647	Bead Fest 2013 J1+ J2 Type 2 Immunity: Initiation,Mainten ance,Homeostas	3/13/13	12/21/11	12/21/11	5	200	Repeat	Yes
Keystone Symposia	1,587	J7+J8 Neurogenesis & New Frontiers in Neurodegenerati ve Disease	1/10/13		12/30/11	5	1,675	Repeat	Yes
Keystone Symposia	1,588	Research A5-Emerging Topics in Immune System Plasticity Cellular Networks,Metab olic control, and	2/3/13	12/3/11	12/30/11	6	1,700	Repeat	Yes
Keystone Symposia	1,646	Regeneration	1/15/13		12/30/11	6	1,125	Repeat	Yes
Knights of Columbus	1,331	Knights of Columbus Conference	5/2/13		4/2/12	4	207	New	To accomplish all meeting needs under-one-roof , they booked La Fonda. So...this is loss for the CC but a booking for the City.
LANL 2012 Conference on Sequencing	1,944	LANL-2012 Conference on Sequencing, Finishing and Analysis in the Future	6/4/12		5/9/12	5	460	New	

LANL Chemistry and Physics of Heavy Elements	1,838	LANL Chemistry and Physics of Heavy Elements	6/19/12	2/10/12	2/13/12	4	280 New	
LANL - CNLS Annual Conference	1,754	LANL - CNLS's 32nd Annual Conference-Optimization and Control of Smart Grids	5/20/12		11/25/11	7	600 New	
LANL Conference on Data Analysis (CODA)	1,767	LANL CODA	2/28/12	11/24/11	12/1/11	5	200 New	
LANL - Systems Approaches to Immunology	1,753	LANL - Systems Approaches to Immunology 2012	1/5/12		11/25/11	3	300 New	
LANL-Target Fabrication	1,858	LANL 20th Target Fabrication	5/20/12		2/14/12	5	200 New	
LANL - The LHC Now	1,953	LANL - The LHC Now	7/8/12		5/30/12	5	180 New	
LCF Research	1,507	NM HITREC Meeting	9/16/11		8/15/11	3	50 New	
Los Alamos National Laboratory	894	2012 Joint Meeting of COSIRES/ICDIM	6/24/12	7/15/11	7/29/11	6	1,250 New	Yes
National Association of Appellate Court Attorneys	1,770	2013 NAACA Annual Conference	7/9/13		5/21/12	5	190 New	

National Association of State Auditors, Comptrollers and Treasurers	1,888	NASACT 2013	8/7/13	10/5/11	3/26/12	7	710	New	
National Association of State Departments of Agriculture - Research Foundation	1,811	NASDA Research Foundation	4/29/12	1/27/12	2/3/12	4	176	New	
National Farmers Union	1,167	2014 National Farmers Union Annual Convention	3/6/14		8/2/11	7	1,165	New	Yes
National Joint Utilities Notification System (NJUNS)	1,726	NJUNS 2012	9/29/12		2/2/12	3	76	New	
National School Boards Association (NSBA)	1,731	COSA School Law Practice Seminar 2012	10/9/12	1/20/12	2/14/12	6	395	New	
New Mexico Consortium	1,568	2012 LANL Quantum DOT	5/13/12		7/29/11	5	600	New	Yes
NM Alcoholics Anonymous of Area 46	1,254	55th Annual Area 46 State Convention	5/31/12	12/19/11	2/13/12	4	400	New	
NOLTA	1,854	2013 International Symposium on Nonlinear theory and applications	9/8/13		4/20/12	3	450	New	Yes

North American Retail Hardware Association	2013 BIG 1,935 Meeting	2/23/13	5/14/12	5/30/12	5	53 New	
Oak Ridge Institute for Science and Education (ORISE)	Santa Fe Symposium 1,620 (ORISE) 2011	10/11/11		10/25/11	5	340 New	
Oncology Nursing Society/Oncology Nursing Certification Corporation	ONCC Board of 1,397 Directors	3/29/12		8/15/11	3	33 New	
ORAU/ORISE	1,565 SASIG 2012	3/18/12		10/26/11	6	225 New	
Pierpont Communications	1,396 Sales Meeting	11/11/11		7/13/11	3	30 New	
Pilates Core Center and Dragonfly Yoga	1,751 Pilates Retreat	4/19/12	1/31/12	2/21/12	7	111 Repeat	
Rights and Resources Initiative	International Forester's Meeting: MegaForestais 1,911 2012	10/21/12	4/19/12	5/14/12	5	230 New	
State Bar of New Mexico	2013 State Bar 1,793 of New Mexico	6/26/13	1/27/12	2/22/12	4	650 New	Yes
Studio Art Quilt Associates	Annual 1,736 Conference	4/24/13	12/7/11	2/20/12	4	385 New	

Texas Academy of Physician Assistants	1,809	Paleoamerican Odyssey	7/12/12	5/3/12	5/30/12	3	55 New		
Texas A&M	1,347	The Association for Behavioral Analysis 2012 Theory & Philosophy Conference	10/16/13	11/7/11	12/12/11	5	1,600 New		Yes
The Association for Behavioral Analysis International	1,067	The 19th International Symposium on QFD	10/29/12		9/23/11	8	233 New		
The QFD Institute	1,880	Committee ADC40 Transportation Related - Noise & Vibration	9/1/13	4/19/12	5/4/12	10	185 Repeat		
The Transtec Group, Inc.	1,498	The Academic Forum Fall Conference	7/26/13		3/7/12	4	278 New		
Troy University	1,885	UNM-Contested Homelands: Knowledge, History & Culture of Historic Santa Fe 2012 #1	10/17/12		5/11/12	4	135 New		
UNM Dept of Teacher Education	1,625	UNM-Contested Homelands: Knowledge, History & Culture of Historic Santa Fe 2012 #2	6/17/12		11/14/11	7	180 New		
UNM Dept of Teacher Education	1,626		6/24/12		11/14/11	7	180 New		

		Canada/Mexico/ US Trilateral Committee for Wildlife and Ecosystem Conservation and Management	5/13/12	10/4/11	5	640 New
US Fish & Wildlife Service	1,539					
Western Bat Working Group	1,887	Western Bat Working Group 2013	4/1/13	5/14/12	4	150 New
Western Clean Energy Advocates	1,619	WCEA - Santa Fe Member Meeting 2011	10/4/11	11/14/11	2	100 New



# **Tentative**

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat	Release Reason	Convention Center
American Bar Association	1,943	State and Local Government Law 2013 Fall Meeting	10/23/13	5/10/12			4	152	Repeat		
American Bar Association, DC	1,948	GPSLD Fall 2013 Council Meeting	10/23/13	5/16/12			4	73	New		
Association of Clean Water Administrators	1,906	ACWA Annual Meeting	8/10/13	5/15/12			5	185	New		
Association of College Educators for Deaf and Hard of Hearing	1,342	2013 Annual Conference	2/20/13	3/19/12			3	270	New		
DARPA (Cook)	1,945	DARPA Living Foundries Kickoff Meeting	7/9/12	5/16/12			5	173	New		
Integrated Vet Technologies	1,884	Integrated Vet Technologies 2012	10/12/12	4/2/12			4	90	New		
Krell Institute	1,897	DOE NNSA-SSGF	6/16/13	5/15/12			4	215	New		
National Truck Equipment Association	1,830	Annual Summer Board Meeting 2013	7/7/13	5/1/12			5	141	New		
Rocky Mountain Mineral Law Foundation	1,873	RMML 2017	7/17/17	3/9/12			4	2,780	Repeat		Yes

TI 4419

4079

Rocky  
Mountain  
Society of  
Orthodontists

2016  
874 RMSO/SWSO

9/15/16

10/13/11

4

340 New

Yes

# Lost Business

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat	Release Reason	Convention Center
AHMA-Affordable Housing Management Association	1,468	AHMA 2012 Annual Conference	9/17/12			1/21/12	8	411	New		
American Institute of Steel Construction (AISC)	1,537	AISC Manual Subcommittee M5-Seismic Design & Committee on Manuals & Textbooks	10/11/11			7/14/11	2	70	New	overall costs are lower in ABQ and access easier from the airport	
American Water Works Association	1,440	2014 AWWA Board of Directors' Meeting	1/15/14			1/25/12	7	272	New	Membership preference	
Art Quilts	1,825	Art Quilts 2012	4/22/12		1/26/12	4/18/12	6	250	Repeat		Yes
Association of American Colleges	1,496	AAU 2012 Senior Research Officers Meeting	3/9/12			7/21/11	5	120	New	Chose to be near one of the member Universities.	
CRIF Lending Solutions	1,734	CRIF Lending Solutions Forum 2012	9/29/12	11/9/11		12/6/11	6	850	New	Rate discrepancies and multiple contracts	Yes

TI 14757

First Affirmative Financial Network	2011 SRI in the Rockies	11/7/11	7/15/09	1/3/12	9	1,482 New	Cleaning up accounts. Group was in New Orleans in 2011 and will be in CT. in 2012	Yes
GALA Choruses Inc	GALA Managers & Directors Retreat 2013	1/18/13		5/16/12	3	130 New	January weather	
HelmsBriscoe Minnesota	NAMIC CEO Roundtables	3/15/13		1/24/12	5	422 New	Group worried about Santa Fe's March weather.	
High School Reunion	2013 Class Reunion for the 1940's and 1950's Class	10/7/13		8/23/11	4	120 New	The group voted to go to Portland, no reason given.	
Hispanic Leadership Network	Hispanic Leadeership Network	9/22/11		8/15/11	3	270 New	Rates and accessibility easier in ABQ	Yes
Hotel Company 226	Hotel Company 226	6/2/13		1/9/12	7	290 Repeat	The group is going to San Diego. Many of the attendees went to boot camp there and they were able to get a great offer from the Doubletree in San Diego. They will consider Santa Fe in the future	

Independent Petroleum Assn of America (IPAA)	IPAA Annual Meeting 2014	1,419	10/23/14		11/18/11	6	695 New	Following site on 11/6-8, 2011, she determined that Santa Fe is a better fit for the Summer (June) meeting fir 2016. RFP to be released soon.	Yes
Institute for Intergovernmental Research (IIR)	TTSORS Training Event 2012	1,723	4/9/12		11/25/11	4	565 New	Proximity and pricing (air costs lower)	Yes
International Association of Medical Science Educators	2012 IAMSE Meeting	1,279	6/6/12		10/4/11	5	802 New	Ease of access	Yes
Jarman Travel, Inc.	Shareholders' Meeting	1,557	4/21/12	10/4/11	12/16/11	3	320 New	This was the Board's final decision.	Yes

Keystone Symposia	4th Keystone 1,826 2013	3/19/13	1/26/12	2/9/12	6	1,200 Repeat	The German group that might have joined is staying in Germany so that the program(which will still happen) can all be housed at the Eldorado as there will not be add'l attendees from Germany.	Yes
LANL Safety Analysis Working Group	1,564 2012 SAWG	5/4/12		8/1/11	6	695 New	Total cost and multiple components made Chair leary of booking Santa Fe. chose Tamaya for Resort and airport access - spent majority of time and \$\$ in SF	Yes
Mattel Inc	Mattel Inc 1,629 Meeting 2011	9/22/11		8/22/11	4	60 New	No response to numerous follow up contacts	Yes
Meetings Management Group	2013 Solutions 1,376 Summit XVI	5/17/13		10/7/11	4	697 New		

Metso	1,824	Metso Users Group Conference 2012	7/14/12	11/18/11	1/30/12	6	262	New	Portland offers easier air access.
Military Reunion Planners	1,363	2013 Reunion of Squadrons & Shipmates of the FDR/Midway Inc.	9/18/13		12/8/11	5	600	New	Santa Fe did not make the short list
Multi-housing Laundry Association - MLA	1,815	Multi Housing Laundry Fall Educational Conference & Board of Directors Meeting 2012	10/19/12	1/24/12	1/30/12	5	180	New	It was agreed by all in Santa Fe involved with this site that this was not a serious buyer.
National Association of Federal Credit Unions	1,827	NAFCU's Strategic Growth Conference 2013	3/11/13	1/26/12	3/30/12	5	220	New	March weather
National Lipid Association	1,720	2013 NLA Clinical Lipid Update (National Lipid Association)	2/20/13	10/25/11	5/30/12	4	500	New	Multiple follow-ups, after contracts sent by hotels and CC, ignored. R.I.P. Yes
Navajo Nation	1,795	Staff Retreat	1/3/12		1/3/12	3	45	New	No response from client.

New Mexico Association of Career and Technical Education	Region IV ACTE 1,614 Conference	4/18/12	7/26/11	8/11/11	4	240 New	Hyatt Regency did not charge meeting room rental, had a \$4000 F & B minimum and included cost of entertainment for Friday night.	Yes
NM School for the Deaf	1,533 CASA 2012	4/19/12		7/21/11	2	100 New	Due to the economy, School District budgets are being slashed.	Yes
NM Technology in Education	NMTIE 2012 Annual 1,308 Conference	10/22/12		11/25/11	3	352 Repeat	Although other dates were discussed, decision made to go to BT who offered state per diem and waived meeting room fees.	Yes



							Group has decided it would be easier to hold the meeting in California this year. Barbara has plans to come to Santa Fe later this year for a site tour. She hopes to bring the conference here next year.
ODC	ODC Continuing 1,840 Education Group	10/18/12	4/10/12	4	60	New	
Printing Industries of America	Converge 918 Conference	11/4/11	7/6/11	6	271	New	4 follow-ups have yielded no response from client...R.I.P. multiple attempts to determine disposition have never been answered
Professional Bail Agents of the U.S.	2012 PBUS 680 Midyear Meeting	7/14/12	11/7/11	6	350	New	According to the meeting planner: I think the reason for not choosing Santa Fe was probably the ease of getting there.
Pro Meeting Management	Build Initiative National Meeting 1,879 2012	10/16/12	3/29/12	3	145	Repeat	

RX Worldwide Meetings, Inc.	P-795 Investigator 1,860 Meeting	4/18/12		3/7/12	4	147 New	Santa Fe did not make the short list.
Texas Instruments	2011 WW Make 1,441 and TMG	9/17/11		7/13/11	7	365 New	Group confirmed their preference for San Diego in a vote
Tom Hill's Eagle Summit	Tom Hill's Eagle 1,737 Summit	10/19/12	11/11/11	3/5/12	3	100 New	Group wanted meeting in a hotel and no hotel had the 3,000 sq ft of meeting space they required.
Travel Alliance Partners, LLC	Annual Partner 1,554 Meeting	11/27/12		3/15/12	4	142	The group chose Kansas City.
Travel Alliance Partners, LLC	1,555 TAP DANCE	5/31/13		3/15/12	4	857	The group chose alternative city.
Utility Wind Integration Group (UWIG)	UWIG Variable Generation Short 1,870 Course 2012	9/17/12	2/28/12	4/3/12	5	100 New	rates at Hotel Andaluz were lower than Santa Fe's

## Turndown

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat	Release Reason	Convention Center
Association of the Wall and Ceiling Industry	1,857	AWCI Executive Committee Meeting 2013	1/24/13	2/20/12		2/16/12	3	21		usually meet in warm climate/was not aware of our 4 seasons	
Botanical Society of America	1,796	Botany 2014 Conference	7/11/14			12/27/11	7	1,950	New		
Environmental Mutagen Society	1,578	2016 EMS Meeting	9/22/16	7/5/11		8/25/11	7	1,215	New	Dates conflicted with RMSO/SWSO and other dates cannot work as it is W & C and sleeping room rates too high.	Yes
Environmental Mutagen Society	1,624	EMS Annual Meeting 2016	9/22/16	8/19/11		10/4/11	8	0	New	Could not get block together.	Yes
International Brotherhood of Magicians (IBM)	1,628	IBM Annual Convention 2013	6/18/13	8/22/11		8/22/11	6			Turndown due to price & space	

TI 3696

National Health Service Corp	NHSC 2011 Annual Scholars Placement Conference	1,596	10/25/11	7/27/11
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7/28/11	5	510 New
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Since the client did not return calls to answer additional qualifying questions, we did not discover until today that this meeting of 200 peak must have all sleeping rooms under one roof. This is a Turndown for Santa Fe.

# Lead

Account Name	Booking ID	Title	Arrival Date	Tentative Date	Definite Date	Release Date	Number of Days	Total Room Nights	New/Repeat	Release Reason	Convention Center
Administrative Office of the US Courts	1,930	Admin Off of the US Courts - Train the Trainers 2012	10/31/12	3/9/12			3	125	New		
American Bar Associationn, DC	1,941	Government and Public Sector Lawyers Division	10/17/13	4/25/12			4	73	New		
American College of Real Estate Lawyers	1,808	American College of Real Estate Lawyers (ACREL) Spring Meeting 2015	3/25/15	1/9/12			6	770	New		Yes
American Physical Society	1,784	Division of Nuclear Physics 2015	10/27/15	2/21/12			6	1,400	Repeat		Yes
American Real Estate Society	1,927	ARES Annual Meeting 2016	4/12/16	3/22/12			5	855	New		
California Coalition Against Sexual Assault (CALCASA)	1,730	CALCASA/OWW Campus Training & Technical Institute 2012	6/26/12	12/27/11			4	180	New		
IEEE International Power Modulator and High Voltage Conference	1,951	2014 IEEE International Power Modulator and High Voltage Conference	5/31/14	5/17/12			5	612	New		Yes

TI 8766

4015

Independent Petroleum Assn of America (IPAA)	1,863	IPAA Mid-Year Meeting 2015	6/23/15	2/27/12	3	775 New	Yes
Knights of Columbus Santa Fe Council 1707	1,929	Knights of Columbus 104th NM State Convention	5/2/12	4/9/12	4	75 New	
MAPPS	1,867	Summer Meeting 2014	7/4/14	2/28/12	5	468 New	
National Association of School Psychologists	1,915	NASP 2012 Western Regional Leadership Meeting	9/28/12	4/19/12	2	46 New	
National Assoc of Student Financial Aid Administrators (NASFAA)	1,868	NASFAA Fall Board Meeting 2012	11/3/12	2/28/12	2	106 New	
National Hispanic Caucus of State Legislators	1,883	National Hispanic Caucus of State Legislators Annual (10th)	11/14/12	3/1/12	4	370 New	Yes
National Tax Association (NTA)	1,933	NTA Annual Conference on Taxation 2014	11/11/14	3/22/12	5	395 New	
North American Thermal Analysis Society (NATAS)	1,869	NATAS Annual Conference 2014	9/11/14	2/28/12	8	391 New	

Radish 360, Inc.	1,813	Fall Integrative Medicine Retreat	6/20/13	5/10/12	3	300 New	Group wants the Loretto and can not get the dates they would like so are postponing until 2014	
Risk Management Association	1,934	Risk Management Association 2014	9/7/14	3/22/12	5	625 New		Yes
Santa Fe Trail Association	1,875	Santa Fe Trail Association 2015 Annual Meeting	9/24/15	3/7/12	4	150 New		Yes
SMASH	1,334	SMASH/CoSMo S	9/9/16	4/26/12	5	1,050 New		Yes

# JUAN SIDDI FLAMENCO THEATRE COMPANY

WWW.JUANSIDDIFLAMENCO.COM



## **RE: OTAB Funding for Juan Siddi Flamenco Theatre Company's 2011 Summer Season in Santa Fe New Mexico Dance Coalition: Fiscal Sponsor**

### **Overview:**

Juan Siddi Flamenco Theatre Company presented 51 shows over a nine week period at the Maria Benitez Theatre at The Lodge at Santa Fe from June 17 through August 14, 2011. Extensive in- and out-of- market advertising was used to help make the event a success.

Total number of tickets sold: 4352

Total number of tourists attending: 2611

Total box office sales: \$87,000

### **Advertising & Websites Utilized:**

Along with extensive in-market advertising dollars, out of market advertising was utilized with dollars allotted by OTAB in the amount of \$3,000.

Aside from the CVB co-operative marketing campaign, we chose to advertise in the Santa Fe Visitor's Guide, various other in-market and out-of-market publications, as well as the Albuquerque market to increase audience participation.

The Lodge at Santa Fe's hotel package, that included the flamenco show, saw a fair number of patrons utilizing the package and increasing Lodgers Tax revenues for the city.

### **Economic Impacts of the Event**

In order to estimate the impact of the event on the city and county economies, we based our analysis on one number provided by the Juan Siddi Flamenco Theatre Company: the official number of tickets sold and last year's report. Based on various surveys, including the latest survey conducted for the Santa Fe Convention Visitors Bureau, we have estimated that the average party size is 2.3 adults.

Therefore, we estimated that 1,892 parties attended the Juan Siddi Flamenco Theatre Company and had other spending in the city. We have also based some of our



assumptions using two various night stays in the city (one night and 4.9 nights as per the last survey conducted by SFCVB).

### **Out of Marketing Advertising Detail**

Out of market advertising for 2011 Summer Season included a full-page color ad in the Santa Fe Visitor's Guide 2011; a half-page full color ad for three months in Albuquerque *The Magazine*; *Inside Santa Fe* full color full page ad; *Local Flavor* half- and full- pages color ads for three months; *Bienvenidos* full-color full-page for 2011 summer guide; *Pasatiempo* full-color quarter page ads for three months; *New Mexico Magazine* full color back page July, 2011.

Invoice for OTAB reimbursement for out-of-market advertising in the amount of \$3,000 is reflected on the attached invoice.

### **Next Year's Plan:**

Juan Siddi Flamenco Theatre Company will again produce and present the summer season of flamenco at the Maria Benitez Theatre at The Lodge of Santa Fe from June through August 2012.

Again, extensive in and out-of-market advertising will be used to help the event to be a success. Juan Siddi Flamenco Theatre Company will again apply for OTAB funding and will identify those markets which will help to drive visitors to Santa Fe.

# City of Santa Fe, New Mexico

# memo

tabbies

D

**Date:** May 17, 2012

**To:** Occupancy Tax Advisory Board

**Via:** Jim Bradbury, Interim Director, Convention & Visitor's Bureau *JS*  
Sabrina V. Pratt, Director, Arts Commission *SP*

**From:** Debra Garcia y Griego, Senior Planner, Arts Commission *DG*

**Subject:** Request for Approval of 2012-2013 1% Lodgers' Tax Funding Recommendations

**Item & Issue:**

Request for approval of 1% Lodgers' Tax funding for 39 nonprofit arts organizations through the Arts Commission's Special & New Projects Program and Community Arts Promotion Program, totaling \$667,484 to be paid during fiscal year 2012-2013.

**Background & Summary:**

Annually, the Arts Commission utilizes the 1% Lodgers' Tax funding authorized by City of Santa Fe Ordinance No. 1987-45 for the promotion and advertising of nonprofit arts organizations. To be eligible, organizations must promote tourism and demonstrate high artistic standards. Additionally, organizations must present public performances, productions, exhibits, art markets, art fairs, art festivals, workshops or conferences within Santa Fe.

Funding is awarded in two categories: Special & New Projects Program (SNPP) and Community Arts Promotion Program (CAPP). The SNPP funds organizations that are new to the Arts Commission's 1% Lodgers' Tax funding program or newly formed. The category allows organizations to establish themselves in the funding process before applying in CAPP. The SNPP also funds one-time events that are not part of annual or seasonal series. The CAPP funds established organizations that promote tourism in Santa Fe and demonstrate high artistic standards. The 2012-2013 CAPP funding contracts are renewable for an additional one year term (fiscal year 2013-2014), pending a satisfactory performance review by the Arts Commission and approval by this body and the City Council.

- \* On January 12, 2012, the Arts Commission issued RFP #12/12/P, seeking services related to the 1% Lodgers' Tax. A total of 53 proposals were received by the March 8, 2012 deadline. Sixteen applications were received in the SNPP category and 37 applications were received in the CAPP category. Two applicants withdrew their applications prior to the review process.

Memo dated: May 17, 2012  
To: Occupancy Tax Advisory Board  
Via: Jim Bradbury, Interim Director, Convention & Visitor's Bureau  
Sabrina V. Pratt, Director, Arts Commission  
From: Debra Garcia y Griego, Senior Planner, Arts Commission  
Subject: Request for Approval of 2012-2013 1% Lodgers' Tax Funding Recommendations  
Page: 2 of 2

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Following a staff review for eligibility, the proposals were reviewed by one of two six-member grant review panels representing various areas of expertise (*Exhibit A*) and the nine-member Arts Commission (*Exhibit A*). The panel had up to 50 points to award each proposal on the basis of artistic and administrative quality. The Arts Commission had up to 50 points to award each proposal on the basis of tourism impact. The two scores were added together to arrive at the total score and, thereby, the ranking of the proposals. A minimum combined score of 70 points was necessary to be considered for funding. Twelve organizations did not receive the minimum score and are therefore ineligible for funding.

The Arts Commission met on May 14, 2012 to formulate funding recommendations (*Exhibit B*).

The funding recommendations are based on a percentage of the request. The percentage was determined according to the proponent's score. Consideration was given to those scoring at the top of their organizational budget category. Where applicable, additional adjustments were made to ensure no organization received a greater than 100% increase or 50% decrease from the previous year's funding. This was done to ensure the overall health of the larger arts community. The total 1% Lodgers' Tax funding proposed for 2012-2013 is \$624,234.

A summary of the projects is included (*Exhibit C*.)

**Action Requested:**

- ✧ Please approve the 1% Lodgers' Tax funding recommendations totaling \$624,234 for fiscal year 2012-2013.

**2012-2013 Funding for Nonprofit Arts Organizations  
Grant Review Panelists**

**Performing Arts Panel**

Elliot Gray Fisher  
*Musician, Composer, director, filmmaker*

Ruthanne Greeley  
*Arts education, marketing, public relations,  
arts/nonprofit administration*

Campbell Martin  
*Choreographer, dancer, actor*

Paisley R. Mason  
*Marketing, hospitality industry*

Alex Shapiro  
*Nonprofit management, arts management,  
fiscal management*

Victor Talmadge  
*Actor, director, playwright, educator*

**Multi-Disciplinary Panel**

Margret Carde  
*Visual artist*

Josef Diaz  
*Curator, New Mexico History Museum*

Penelope Hunter-Stiebel  
*Curator, editor, exhibit consultant*

Karen Koch  
*Film producer*

Miriam Sagan  
*Poet, writer*

Kim Straus  
*Grant making, development, nonprofit  
administration*

**City of Santa Fe Arts Commission**

Kirk Ellis, Chair  
*Emmy award-winning screenwriter*

Joey Chavez  
*Chair, Theater Department, New Mexico  
School for the Arts*

Sande Deitch  
*Former Executive Director of the Pittsburg  
Center for the Arts and Bayer Foundation*

Todd Lovato  
*Managing editor SantaFe.com*

Michael Namingha  
*Visual artist, active of numerous local  
boards*

Ramona Sakiestewa  
*Visual artist and designer*

Gail Springer  
*Performing Arts Chair, Santa Fe University  
of Art & Design*

Anne Pedersen  
*Award-winning writer, editor and painter*

Donna Scheer  
*Dancer, actor, director and choreographer*

**2012-2013 1% Lodgers' Tax Funding Recommendations  
Special New Projects Program**

Applicant Name	Total Score	Request	Recommended Funding
Parallel Studios Inc. (El Museo Cultural de Santa Fe, fiscal agent)	86.71	10,000	7,500
Axle Contemporary (Narrative Art Center, fiscal agent)	85.21	10,000	7,000
Littlelobe, Inc.	73.10	10,000	4,500
Meow Wolf LLC (CCA, Inc., fiscal agent)	75.06	10,000	5,000
Santa Fe Independent Film Festival, LLC (Warehouse 21, fiscal agent)	81.38	10,000	6,000
Southwest Roots Music, Inc.	82.96	10,000	6,500
Concordia Santa Fe, Inc.	62.89	8,000	ineligible*
Contemporary Hispanic Market, Inc.	53.62	10,000	ineligible
New Mexico Women's Foundation	59.48	5,000	ineligible*
Robert Wood Dance-New York, Inc.	65.52	7,500	ineligible
Santa Fe Marimba Festival, Inc., The	60.89	10,000	ineligible*
Santa Fe REP (Warehouse 21, fiscal agent)	67.44	10,000	ineligible
Santa Fe Shakespeare Society	58.55	10,000	ineligible*
Serenata of Santa Fe, Inc.	68.80	10,000	ineligible*
<b>Total Recommended Funding</b>			<b>36,500</b>

\*Per the RFP, a minimum score of 70.00 points is necessary to be considered for funding.

**2012-2013 1% Lodgers' Tax Funding Recommendations  
Community Arts Promotion Program**

Applicant Name	Total Score	Request	Recommended Funding
<b>\$15 million and above</b>			
Santa Fe Opera, The	97.97	100,000	68,100
<b>\$5 million to 14.9 million</b>			
Georgia O'Keeffe Museum	87.60	75,000	51,000
Institute of American Indian Arts	74.92	40,000	14,000
Museum of New Mexico Foundation	85.40	75,000	37,500
<b>\$1 million to 4.9 million</b>			
Lensie Performing Arts Center Corp.	89.82	62,500	31,250
Rancho de las Golondrinas, El	93.57	62,500	42,500
Santa Fe Chamber Music Festival, Ltd.	90.65	62,500	34,375
Santa Fe Concert Association, The	82.08	40,000	18,000
Santa Fe International Folk Art Market	91.52	62,500	34,000
Santa Fe Symphony Orchestra & Chorus, Inc.	91.51	62,500	34,375
SIHL Santa Fe	86.17	30,000	15,000
Southwestern Association for Indian Arts, Inc.	90.58	62,500	34,375
Wheelwright Museum of the American Indian	92.83	62,500	34,375
<b>\$500,000 to 999,999</b>			
Center for Contemporary Arts of Santa Fe, Inc.	78.47	35,000	14,000
Santa Fe Art Institute	72.88	25,000	8,750
Santa Fe Children's Museum	74.80	35,000	12,250
Santa Fe Desert Chorale	85.31	35,000	23,800
Santa Fe Pro Musica, Inc.	84.35	35,000	15,750
<b>\$100,000 to \$499,999</b>			
Film Festival, The	75.37	25,000	10,000
Luna Moruna Productions (New Mexico Dance Coalition, fiscal agent)	76.28	25,000	10,000
Museo Cultural de Santa Fe, El, Inc.	67.65	25,000	ineligible
Santa Fe Complex	56.35	12,500	ineligible*
Santa Fe Fiesta, Inc.	76.67	25,000	10,000
Santa Fe New Music	78.08	15,000	6,000
Santa Fe Performing Arts School & Co., The	71.55	25,000	8,750
Santa Fe Playhouse	78.21	25,000	10,000
Spanish Colonial Arts Society, Inc.	96.27	35,000	23,800
Theater Grottesco	79.14	25,000	10,000
Theaterworks	71.33	10,000	5,000
Warehouse 21	76.46	25,000	10,000
Wise Road New Mexico	82.08	25,000	11,250

**2012-2013 1% Lodgers' Tax Funding Recommendations  
Community Arts Promotion Program**

Applicant Name	Total Score	Request	Recommended Funding
<b>\$99,999 and under</b>			
Canticum Novum	68.78	10,000	ineligible
New Mexico Dance Coalition, The	63.88	4,000	ineligible*
Santa Fe Community Orchestra	72.57	10,000	4,500
Santa Fe Women's Ensemble, Inc.	76.10	10,000	4,500
Stepology	84.20	10,000	6,800
Teatro Paraguas	77.82	10,000	4,500
<b>Total Recommended Funding</b>			<b>658,500</b>

\*Per the RFP, a minimum score of 70.00 points is necessary to be considered for funding.

## 2012-2013 1% Lodgers' Tax Funding Recommendations

### Special & New Projects Program

Parallel Studios, Inc. (El Museo Cultural de Santa Fe; fiscal agent)

Funding is requested for *Currents 2013*, June 14-30, 2013, which will present over 70 new media artists from New Mexico, all regions of the US and abroad. The Festival's main exhibit will take place in the warehouse at El Museo Cultural de Santa Fe and will include video, interactive installations, multimedia performances, web-based projects, computer modulated/robotic sculptures, and interactive and experimental documentary. This will be the 4<sup>th</sup> annual festival.

Axle Contemporary (Narrative Arts Center, fiscal agent)

Axle Contemporary seeks funding for twelve installation and performance art exhibitions from November 2012 to June 2013. Installation art in the mobile gallery is experienced via a large plate-glass vitrine and changes monthly. The performance art series will occur during weekends in May and June and utilize the mobile gallery and surrounding space. Artists include both emerging and established New Mexico artists. Locations vary daily and include the Railyard Park + Plaza, downtown area, Canyon Road and elsewhere.

Littlelobe, Inc

Littlelobe seeks support for a groundbreaking new opera on and along a Santa Fe Trails city bus route. *Crosstown: A Santa Fe Bus Opera* will take place in October 2012 and tell the stories and experiences of Santa Feans and create connections between those who might not usually share the same space. The opera will feature live vocalists and musicians, spoken word/poetry, street performers and involves a wide range of city residents, including youth.

Meow Wolf, LLC (CCA, Inc., fiscal agent)

Meow Wolf requests funding for "The Wonderful Walkabout," to be unveiled on August 11, 2012 at the Railyard Park. The colorful and immersive outdoor installation will be sectioned into four pieces with a visual emphasis on the Park's eastern corner. Matt King's *Glow Forest* will act as the centerpiece, surrounded by a collection of small fairy book houses and color-changing prism sculptures. Various other trees in the park will be inhabited by small creatures and lit by color-changing LED's. A mural backdrop will be included in the children's play area.

Santa Fe Independent Film Festival, LLC (Warehouse 21, fiscal agent)

Funding is requested for the 4<sup>th</sup> annual Santa Fe Independent Film Festival October 17 to 21, 2012. The Festival will include five days of screenings at Warehouse 21, two nights at the Lensic, daily educational panels/workshops with visiting filmmakers and industry professionals, and five nights of evening celebrations. The Festival opens with a special screenings of New Mexico short films. Christopher Lloyd, Chris Eyre, Wes Studi and others will receive non-juried awards presented by Gary Farmer on October 19 at the Lensic, with juried awards presented on October 20<sup>th</sup>.



Southwest Roots Music, Inc.

Support is requested for the 2012-13 Performance Season of up to 20 music events at various Santa Fe venues including GiG Performance Space, Santa Fe Sol, the Lensic and the Santa Fe Plaza (co-presented with Santa Fe Bandstand). The climax of each season is the Thirsty Ear Festival (June 6-9, 2013), which features performances and educational programs at a variety of venues. The series is ongoing and most of the artists are yet to be announced. Likely artists include Bela Fleck, Bill Bragg, Rosanne Cash, Be Good Tanyas and many more.

Community Arts Promotion Program

Santa Fe Opera

The Santa Fe Opera seeks support of the 2012 season to include five operas in 34 performances from July 4 to August 25. This season operas are: Puccini's *Tosca*; Bizet's *The Pearl Fishers*; the world premiere of a new performing edition of Rossini's *Maometto II*; *King Rodger* by Karol Szymanowski; and *Arabella* by Strauss. All are new productions. World-renowned artists will be involved in each production, supported by the Apprentice Program. The Opera's wide-array of education and community outreach programs will continue to take place both within the Santa Fe community and on the Opera grounds.

Georgia O'Keeffe Museum

The Georgia O'Keeffe Museum requests for funding for two exhibitions, *Georgia O'Keeffe and the Faraway: Nature & Images*, on view until May 5, 2013 and *Georgia O'Keeffe in New Mexico: Architecture, Katsinam, and the Land* opening May 17, 2013. The project also consists of education and outreach programs for adults, children, youth and families, including public lectures, free school tours, hands-on art workshops, film screenings and youth art exhibitions.

Institute of American Indian Arts

Funding is requested for programming and marketing at the Museum of Contemporary Native Art, including two exhibitions, *50/50* and *Thicker than Water*. *50/50* will display work from the Museum collection which spans 50 years of contemporary Native art. Three artists that are representative of the 50 creative years of Institute of American Indian Arts will give separate artists talks at the Museum to discuss how IALA impacted contemporary Native American art and the future contemporary Native art. *Thicker than Water* will address the complexities of family, biography and race that intersect blood and memory through photographs and mixed media.

Museum of New Mexico Foundation

Funding is requested for exhibitions and seasonal programming at the Museum of Indian Arts & Culture, Museum of International Folk Art, New Mexico History Museum and the New Mexico Museum of Art. The project includes upcoming featured exhibitions and events such as: *It's About Time: 14,000 Years of Art in New Mexico*; *New World Cuisine: The Histories of Chocolate, Mate y Mas*; *Cowboys and the Land of Enchantment*; *They Wove for Horses: Dine Saddle Blankets*, and seasonal programs such as Christmas at the Palace, Arts Alive, holiday open houses and Winter Celebration.

**Lensic Performing Arts Center**

The Lensic seeks funding for Lensic Presents, a year-round series of programming in the performing and literary arts that includes World Music, Under Construction, New Works in Progress, Big Screen Classics, The Met: Live in HD and the National Theatre of London in HD. The series will consist of as many as 50 presentations in theater, music, dance, spoken word and lectures.

**El Rancho de las Golondrinas**

El Rancho de las Golondrinas requests funding for programs during the grant year. The project will welcome approximately 55,000 visitors to eight weekend Festivals, three special Living History programs and a three-part winter lecture series. More than 800 artists and performers will be involved.

**Santa Fe Chamber Music Festival**

Santa Fe Chamber Music Festival seeks funding for its 40<sup>th</sup> Season from July 15 to August 20, 2012 at the Lensic and St. Francis Auditorium. The seasons will feature 40 concerts of traditional, Baroque and contemporary music, including four specially-commissioned new works, plus five free youth concerts, and 25 or more open rehearsals, all featuring a record 100 nationally- and internationally-renowned musicians. The Festival will also co-host its first-ever scientific symposium on music, the brain and healing.

**Santa Fe Concert Association**

Support is requested to present a series of 27 performing arts concerts of internationally-acclaimed artists primarily at the Lensic, the St. Francis Basilica and St Francis Auditorium; self-produce three symphonic concerts with guest artists; continued community and educational programs; and implementation of an expansion of the Youth Outreach programs. Artists will include violinist Hillary Hahn, Academy of St. Martin in the Fields, Signum String Quartet of Germany, pianist Louis Lortie, touring Broadway production of *Fiddler on the Roof*, Chanticleer and others.

**Santa Fe International Folk Art Market**

Funding is requested for the 9<sup>th</sup> annual International Folk Art Market to take place July 13-15, 2012 on Museum Hill. The Market will present 175 folk artists from 54 countries, multicultural entertainment, ethnic foods and hands-on educational activities for children and families. The event will include demonstration booths and opportunities for interaction and cultural exchange.

**Santa Fe Symphony Orchestra & Chorus**

Funding is requested for the 29<sup>th</sup> season to include 31 concerts from September 2012 to May 10 including: ten concerts at the Lensic featuring Strauss' *Till Eulenspiegel*, Fall Fantasy with Mussorgsky's *Night on Bald Mountain*, Handel's *Messiah* conducted by Tom Hall, a Beethoven Festival, Tchaikovsky's *Symphony No. 5*, Vaughan-Williams' *Lark*, Music of Spain and Mexico, Dvorak's *Symphony No. 6* conducted by Ward Stare and Orff's *Carmina Burana*. Education and outreach concerts will include 12 ensemble concerts for Santa Fe public elementary schools, five ensemble concerts at area retirement facilities, two Discovery Concerts for 4<sup>th</sup> graders at the Lensic and two free concerts at the St. Francis Basilica.

#### SITE Santa Fe

SITE will collaborate with Minneapolis Institute of Arts on an international exhibition examining the impact of deception, simulation and new technologies on art and everyday life. *More Real? Art in the Age of Truthiness* will propose that our understanding of the truth is no longer bound to anything tangible or factual. Participating artists will include Thomas Demand, Sharon Lockhart, Vik Muniz, Evan Sussman and Ai Weiwei.

#### Southwestern Association for Indian Arts

Funding is requested for the 2012 Santa Fe Indian Market, the oldest and largest Native arts exhibition in the US and its year-round programming. The annual market will include 7,000 booths displaying the work of 1,200 Native artists from throughout the country and is attended by more than 100,000 individuals yearly. The market will also include the Native American Clothing and Fashion Contest, demonstration booths, educational symposiums and a stage featuring performances by Native musicians and dancers.

#### Wheelwright Museum of the American Indian

The Wheelwright Museum of the American Indian seeks funding for its 2013 exhibition season. The Museum will present six exhibitions of historic and contemporary Native American art, focused primarily on the work of New Mexico artists.

#### Center for Contemporary Arts of Santa Fe, Inc.

The CCA requests funding for the CCA Cinematheque programming, which will provide more than 1,400 screenings and community/education events in two theaters. Programs include: Cinematheque Partners program, 40-50 education events presented with collaborating organizations; premieres, 1,000 screenings of 50 independent films from 12-15 countries; "Treasures from the Archive," 20+ restored classics, 100 screenings; and ArtScreen, 12 films about the arts, 30 screenings.

#### Santa Fe Art Institute

Funding is requested for *HALF LIFE: Patterns of Change*, at the Santa Fe Art Institute. The series will explore how artists redefine "useless" as useful by creating a new life for objects, and how that renewed life alters the role of an object entirely. Artists pursuing similar work with degraded landscapes, blighted neighborhoods and other systems—infusing them with new purpose and expanding the potential for positive change will also be examined.

#### Santa Fe Children's Museum

Funding is requested to support the Comprehensive Participatory Arts Program which provides art and music programs led by working artists, musicians, writers and performers, for all museum visitors. The Museum is open six days a week and artists are hired for one to three hour drop-in programs and events. The Program also includes special events and seasonal festivals that include: Winter and Summer solstices, Autumn Festival, *Dia de los Cuentos*, Holiday Performance Series, the Museum's birthday party and Spring Storytelling Festival.

**Santa Fe Desert Chorale**

Santa Fe Desert Chorale requests funding for the 30<sup>th</sup> Anniversary Season to include a Summer 2012 Festival and a Winter 2012 Festival. The Summer Festival will include: From Back to the Beatles, Dancing the Mystery, Celebrating the Centenary, Evening of Cabaret with Patricia Racette, Rachmaninoff's Vespers and Encore. The Winter Festival will include: Carols & Lullabies, Big Holiday Sing, Lighter Side of Christmas and Toast to the New Year.

**Santa Fe Pro Musica**

Funding is requested for the 31<sup>st</sup> season beginning September 2012 and concluding April 2013. Comprised of five orchestral programs and six chamber ensemble programs at the Lensic, Loretto Chapel and St. Francis Auditorium. The season features three weekends of solo recitals/orchestra concert pairs, ten of our time-honored Baroque Christmas concerts, Mozart concerts between Christmas and New Years, a quartet concert and Baroque Holy Week concerts. There are 28 concerts total with three educational youth programs and community outreach services.

**The Film Festival**

Funding is requested for the 13<sup>th</sup> annual Santa Fe Festival will present 45 to 50 films by New Mexico, US and international filmmakers in early December 2012. Screenings will be combined with workshops and panels by professionals from New Mexico's film industry and the film industry at large during a four-day period. Screenings will take place at The Screen, Cinematheque at the CCA and the Lensic. Workshops and panel discussions will take place at alternative locations throughout Santa Fe.

**Luna Moruna Productions (New Mexico Dance Coalition, fiscal agent)**

Funding is requested to present the Juan Siddi Flamenco Theatre Company six nights a week in the Maria Benitez Theater at The Lodge at Santa Fe, Tuesdays through Sundays from June 29 to September 2. Under the artistic direction of Spanish choreographer Juan Siddi, the production will utilize the talents of internationally-acclaimed artists, including the legendary Jose Valle "Chuscales" as musical director, along with other artists from Spain, San Francisco and New Mexico.

**Santa Fe Fiesta, Inc.**

Santa Fe Fiesta requests funding for the Mariachi Extravaganza, in its 12<sup>th</sup> year, featuring award-winning artists as well as rising stars in the genre of Mexican music know as mariachi. Santa Fe Fiesta is the first organization in New Mexico to feature Mariachi Vargas de Tecalitlan, El Mejor Mariachi del Mundo and 2009 Grammy winners Mariachi los Camperos de Nati Cano. The three and half hour show will take place on September 2, 2012 at the Santa Fe Opera, kicking off a week of celebrations in honor of the 300<sup>th</sup> Anniversary of Santa Fe Fiesta.

#### Santa Fe New Music

Santa Fe New Music requests funding for SFNM2 Festival (aka the Southwest Festival of New Music), June 20-20, 2013 at the Center for Contemporary Arts, on a theme of "Music in a Time of Unrest." The Festival will include six concerts, two children's programs/workshops, panels, pre-festival lectures at the O'Keeffe Museum, pre-festival film screenings at the CCA, with three new commissions of renowned international composers. Other events through the year include co-sponsorship of other area new music events, the New Mexico Young Composer's Project, a CD release on Mode Records, and tour appearances in Berkeley, New York and San Francisco.

#### Santa Fe Performing Arts School & Co.

Funding is requested for ten shows scheduled during the grant period at the Armory for the Arts Theater. Performances include full-scale productions utilizing local actors and bringing professional companies to Santa Fe; youth productions of innovative and socially poignant content. Partnership examples include: SF Theater Festival, Fusion Theater, Ricochet, National New Play Competition Winner, Caballeros de Vargas and *Man of La Mancha*.

#### Santa Fe Playhouse

The project for which funding is sought is the 2012-13 Santa Fe Playhouse season, comprised of six productions for adults and three productions for children for a total of 90 performances at the Playhouse. The season plays have not been selected with the exception of the annual Fiesta Melodrama, a spoof on the City Different, and Bench Warmers 12, an original series of short plays showcasing the works of New Mexico playwrights.

#### Spanish Colonial Arts Society, Inc.

Funding is requested for the 61<sup>st</sup> annual Spanish Market July 27 to 29, 2012 on the Santa Fe Plaza, featuring 250 adult Hispanic artists from New Mexico plus 100 youth artists ages 7 to 17; the 24<sup>th</sup> annual Winter Spanish Market, November 30 to December 2 at the Santa Fe Community Convention Center with 100 exhibiting artists a full schedule of music, dance and art demonstrations; outreach programs teaching traditional Hispanic arts to adults and children; and promotion of the Society's newly acquired Peruvian art collection.

#### Theater Grottesco

Theater Grottesco is requesting funding to produce *This is Life as We Know It* for 20 performances in spring 2013 at the Munoz Waxman Gallery at the CCA. Conceived and produced by the Theater Grottesco Ensemble in 2011, the piece is comprised of five contemporary stories connected to the past and the future by a postulate that moral and social instinct is nourished through familial and community traditions. The company intends to reunite the original creative ensemble for the 2013 productions. Open rehearsals, workshops and talk-backs accompany the production.

#### Theaterwork

Theaterwork seeks funding for its 17<sup>th</sup> seasons of plays including three full-length plays, two poetry readings, two play readings, a workshop for poets and another for playwrights. One of the plays will be based on stories gathered from local immigrants. The artists involved will be local actors, technicians, designers, playwrights, poets, volunteers and directors. As in the past 16 years, the participants will include all ages from senior through children. Events will be held mostly at the James A. Little Theater in October, November 2012 and February, March and May 2013.

#### Warehouse 21

Warehouse 21 requests partial support for the presentation of Art & Entertainment in the Railyard for July 2012 to June 2013. The series includes weekly music/concert events featuring local, regional and international artists year round; theater productions featuring local teens, young adults and adults in summer 2012; art exhibitions in the Warehouse 21 gallery with youth artists, year-round; one collaborative Railyard Park + Plaza event with other organizations, date to be determined; and a special lecture in the arts.

#### Wise Fool New Mexico

Wise Fool requests support for *InMigration* a 25 minute outdoor theater spectacle. *InMigration* will explore the universal and timely themes of migration, immigration, their intersection and the search for "home." Acrobatic theater artists in the air and on stilts will inhabit a landscape of large-scale kinetic sculptures, interacting with their ever-changing environment and each other.

#### Santa Fe Community Orchestra

Santa Fe Community Orchestra requests funding to present five free orchestral concerts: two *Anatomy of a Symphony* concert previews; two *Side-by-Side* programs with Santa Fe Public School students and other amateur musicians; five New Mexico soloists, including David Felberg (violin), Carol Redman (flute), Kim Fredenburg (viola) and two amateur musicians; and a state-wide composition competition and the world premiere performance of the winning piece. All of the above take place at the St. Francis Auditorium. Three readings of new works by New Mexico composers will also take place at the Santa Fe Opera.

#### CAPP-01, Teatro Paraguas, \$10,000

Funding is requested for Teatro Paraguas' 2013 season which will include: Poetry Tribute Series, *Poesia y Corridos de Mexico*, twelve performances in September/October 2012, created and directed by Crawford MacCallum at the Teatro Paraguas Studio; and play series, *Dona Refugio y su Comadre*, by Jim Sagel, directed by Rosalia Triana, nine performances in July/August 2012; and *In the Time of Butterflies* by Caridad Svich, director to be announced, twelve performances in January/February 2013. The project also includes hosting guest productions, poetry readings and musical events.

Santa Fe Women's Ensemble, Inc.

Santa Fe Women's Ensemble seeks 32<sup>nd</sup> season support. The ensemble will perform four holiday concerts at the Loretto Chapel and First Presbyterian Church during December and a spring concert at First Presbyterian. The commissioned composer for the season will be Dr. Bradley Ellingboe of UNM. In addition to formal concerts, the ensemble provides outreach/education activities by offering free mini-concerts at senior residences and schools, collaborating with the Santa Fe Symphony in its annual community holiday program and with First Presbyterian for a free Good Friday program.

Stepology

Stepology requests funding for *TAP into NOW!* on August 24 at the Lensic featuring New Mexican and visiting artists from across the US in a concert of tap dancing and live music as the performance component of the 3<sup>rd</sup> Annual Santa Fe Tap Festival. The performances celebrate the traditions and new directions of this uniquely American art form. Lead artists include John Kloss and multiple Princess Grace Award winner Channing Cook Holms with Bert Dalton and Elise Gent's African Dance & Drum Ensemble.

Teatro Paraguas

Funding is requested for Teatro Paraguas' 2013 season which will include: Poetry Tribute Series, *Poesia y Corridos de Mexico*, twelve performances in September/October 2012, created and directed by Crawford MacCallum at the Teatro Paraguas Studio; and play series, *Dona Refugio y su Comadre*, by Jim Sagel, directed by Rosalia Triana, nine performances in July/August 2012; and *In the Time of Butterflies* by Caridad Svich, director to be announced, twelve performances in January/February 2013. The project also includes hosting guest productions, poetry readings and musical events.