



2019 SALES PLAN

Table of Contents

TOURISM Santa Fe Team	Page 3
Santa Fe Overview	Page 4
Our Facilities	Page 5
Group Positioning	Page 6
Santa Fe Economy	Page 7
RMLR and STR Reports	Page 8
Santa Fe Lodging Market	Page 9
Hotel Guest Room Breakdown	Page 10
Airport	Page 11
Santa Fe Airport Statistics 2016	Page 12
Sales Team Deployment and Goals/Map	Page 13-15
Group Sales Objectives	Page 16-20
Sales / Events Schedule	Page 21-22
Lead Production	Page 23
Annual Events	Page 24
Territory Breakdown	Page 25
Lodgers Tax by Year	Page 26
Top Accounts and Target Segments	Page 27
Geographical Analysis	Page 28
Santa Fe Community Convention Center	Page 29-30
Competitive Analysis	Page 30-31
Situational Analysis	Page 33-38
Goals/ Metrics of Evaluation	Page 39
Travel and Tradeshow	Page 40-41

TOURISM

SANTA FE

SALES TEAM

David A. Carr, Director of Sales
Kim Harmon, Sales Manager
April Gallegos, Sales Manager
Justin Cox, Sales Manager
Stephanie Scrimshaw, Catering and Conference Services
Melissa Glick, Catering and Conference Services
Mona Baca, Sales Assistant

TOURISM SANTA FE MISSION

To promote economic development through tourism by positioning Santa Fe, New Mexico as a destination offering travelers world-class contemporary amenities in an authentic, beautiful setting that is culturally and historically significant.

TOURISM SANTA FE VISION

To increase the overall occupancy of Santa Fe hotels through an aggressive sales and marketing effort coordinated with industry partners using the Community Convention Center as a tool to accomplish the result.

SANTA FE OVERVIEW

Santa Fe embodies a rich history, melding Hispanic, Anglo and Native American cultures whose influences are apparent in everything including the architecture, the food and the arts. Conde Nast Traveler's Readers just named Santa Fe the number 1 Best Small City and top 10 destination in the world. Santa Fe has long been a center for arts and culture; as the country's third largest art market with 13 museums and where there are almost to 300 galleries to explore. Santa Fe boasts the 3rd largest state museum system in the country which features culture, history and the traditions of this region and the world. At an elevation of 7,000 feet, with the stunning backdrop of the Sangre de Cristo Mountains and 320 sunshine-filled days each year provides the perfect weather for hiking, biking, horseback riding, fishing, rafting and golf,. There are over 250 restaurant choices ranging from traditional New Mexican flavors to creative Southwestern and authentic world cuisines. The accommodations are equally diverse, as one can choose from an array of resorts, hotels, bed & breakfasts, motels, vacation rentals, campgrounds and RV parks. From the great outdoors and open sky where the visitor can enjoy white water river rafting, horseback riding or fly-fishing, to the nurturing indoors, all are invited to indulge in their favorite past-times in this stunning gem of a city.



OUR FACILITIES

The Santa Fe Convention Center is a highly adaptable, state-of-the-art facility in which to gather for work or play. Features of the 72,000 square foot center include outdoor meeting areas, underground parking, an open interior courtyard, wireless connectivity, high-speed data lines, and 40,000 square-feet of interior flexible meeting space to provide multiple events with their own exhibition areas, breakout rooms and meal functions. The Sweeney Ballroom is the largest meeting room with 18,000 square feet. There are twenty additional rooms that offer a range of configurations. Santa Fe City and County offer 5,147 hotel rooms with 2,048 downtown, 1,927 on Cerrillos Road and 1,072 in the surrounding area. Individual meeting space ranges from a couple hundred square feet up to several thousand square feet at the largest properties.



GROUP POSITIONING

TOURISM Santa Fe is at the heart of the “City Different” and promotes to groups both nationally and internationally. The city’s arts, culture, cuisine and diverse history makes for a unique and desirable group destination. The city offers a wide range of accommodations, including newly built, historic and branded hotels. These options make the “City Different” appeal to all customers and can accommodate a range of services and budget.

Santa Fe is a walking town with 320 days of marvelous sunshine. Multiple hotel use for large groups allows full enjoyment of the uniqueness of Santa Fe while also presenting a variety of cost options and a range of accommodations.

TOURISM Santa Fe’s Group Sales efforts will be most successful by working closely with the marketing team and hotel sales teams to create a consistent message regarding Santa Fe as a destination. We actively solicit all size groups whether there is a need for the convention center or just those interested in individual hotels. The sales team is committed to attracting more business to Santa Fe hotels, galleries, shops and restaurants. Effective communication and accountability will ensure that these goals are achieved.



SANTA FE ECONOMY

- Santa Fe County's current population is estimated at 148,651 as of July 1, 2016. It grew by 3.1% since the last census in 2010.
- The unemployment rate in Santa Fe County is below both the US and New Mexico averages.
 - Santa Fe County is at 4.1% as of August 2018; the City of Santa Fe is 3.3% down, 1.6% from April 2017
 - The US average unemployment rate is 4.0% as of June 2018 and New Mexico's unemployment rate is 5.1% which is no longer the highest in the US there are 7 other states that have worse unemployment.
- Santa Fe attracts close to 2 million visitors per year.
- 5,147 sleeping rooms.
- 1,891 sleeping rooms located in the downtown area alone.
- 3rd Largest Art Market in the US.
- Conde Nast Traveler's Readers' Choice Awards name Santa Fe the #2 Best Small City in the U.S.
- World Renowned for its annual festivals and Art Shows:
 - Indian Market
 - Spanish Market
 - Santa Fe Opera
 - Santa Fe Chamber Music
 - Santa Fe Wine & Chile
 - International Folk Art Market



RMLR AND STR REPORTS

Rocky Mountain Lodgers Report (RMLR)

Item	2018 Forecast	2017 Actuals	2016 Actuals	2015 Actuals	2014 Actuals	2013 Actuals
Occupancy %	70.3%	68.10%	68.80%	67.00%	65.20%	63.60%
Overall Average Rate	\$143.25	\$135.85	\$130.04	\$125.04	\$123.48	\$118.83
RevPAR	\$100.67	\$92.53	\$89.44	\$83.81	\$80.45	\$75.62

Item	2018 Forecast	2017 Actuals
Downtown Only		
Occupancy %	75.3%	71.3%
Overall Average Rate	\$186	\$181.77
RevPAR	\$142	\$129.61

From 2013 to 2016 we experienced strong growth in all three categories. In 2017 we saw a slow down in occupancy but saw growth in both ADR and RevPar. In 2018 we are seeing growth in all three categories and anticipate to end the year better than we did in 2017. We anticipate to see similar growth in all three categories in 2019. We have seen significant increases in lodgers tax month-over-month from the short-term rental market; we are estimating roughly 1,200 rental units in Santa Fe with one or more sleeping rooms.

We have included the Smith Travel report for informational purposes only; however we feel that the Rocky Mountain Lodgers Report provides more accurate data due to higher participation by our hotel partners.

Smith Travel Report (STR)

Item	2018 Actuals	2017 Actuals	2016 Actuals	2015 Actuals	2014 Actuals	2013 Actuals
Occupancy %	68.1%	66.30%	66.40%	64.30%	61.40%	59.50%
Overall Average Rate	\$137.36	\$130.21	\$126.51	\$123.29	\$121.08	\$114.88
RevPAR	\$93.60	\$86.36	\$83.99	\$79.24	\$74.31	\$68.41

Item	2018 Forecast	2017 Actuals
Downtown Only		
Occupancy %	74.0%	72.8%
Overall Average Rate	\$179.00	\$177.68
RevPAR	\$133.00	\$129.36

With the increase in the short-term rental market: group sales, both at the city wide level and individual hotels is one of the most important factors to increasing hotel occupancy.

SANTA FE LODGING MARKET

The Rocky Mountain Lodgers Association reports there are 2,040 guestrooms in Downtown Santa Fe, 2,386 guestrooms on Cerrillos Road and 923 guestrooms in the Santa Fe Periphery. Per night, the Santa Fe Market offers 5,349 guestrooms.

Santa Fe's Lodgers have been feeling the impact of the Short Term Rental Market, as it has increased significantly over the past several years. There are estimated to be roughly 1,200 units available for short term rental and many of them include two or more bedrooms. At this time there are roughly 900 permits which have been issued but we know there are an extra 400-500 units that are not compliant/permitted or are in the county. As anticipated we have seen a steady increase in Lodgers Tax from the short-term rental market as the tax collection through Airbnb began in August of 2016 and more individual owners have come into compliance. We will continue to see this segment grow and are working on getting the majority of the short-term rental market compliant.

Hotel Updates

- In fall 2019 Bishop's Lodge reports that they will have completed their estimated 60 million renovation. Auberge Resorts Collection is managing the property which includes 120 guestrooms over 317 acres. This will be a nice addition to Santa Fe's upscale resort properties.
- Eldorado Hotel will be renovating the Presidential Suite as well as adding a roof top deck and pool on the second floor above their recently added 6000+ ballroom.
- The La Posada de Santa Fe has changed management companies and is now managed by Remington Hotels which also manages the Hilton Historic Plaza.

HOTEL GUESTROOM BREAKDOWN

Downtown	2040	38.1%
Cerrillos	2386	44.6%
Periphery	923	17.3%
Total	5349	

<u>Downtown</u>		<u>Cerrillos</u>		<u>Periphery</u>	
Eldorado	219	Lamplighter	70	Bishops Lodge	91
Drury Plaza	182	Baymont	51	Cities of Gold	124
Fort Marcy Suites	55	Best Western Plus	95	Four Seasons Encantado	65
Garrett's Dessert Inn	83	Comfort Inn	83	Hacienda del Cerezo	10
Guadalupe Inn	12	Cottonwood Court	14	Ten Thousand Waves	13
Hilton Downtown	158	Comfort Suites	60	The Lodge at SF	127
Hotel Chimayo	56	Courtyard	209	Buffalo Thunder	393
Hotel Santa Fe	163	Days Inn	83	Ojo Caliente	48
Hotel St Francis	80	Doubletree	130	Sunrise Springs	52
Inn at Loretto	136	Econo Lodge	50		
Inn of 5 Graces	24	El Rey	86		
Inn of Governors	100	Holiday Inn Express	76		
Inn on the Alameda	72	Hyatt Place	92		
Luxx Boutique	16	Inn at Santa Fe	98		
La Fonda	180	King's Rest Court	19		
Las Palomas	63	La Quinta	130		
La Posada	157	Legacy Inn	81		
Rosewood Anasazi	57	Motel 6	46		
Santa Fe Motel & Inn	24	Motel 6	104		
Old Santa Fe Inn	58	Motel 6	96		
Santa Fe Sage	145	Motel 6	118		
		Pecos Trail	23		
		Quality Inn	96		
		Red Roof Inn	43		
		Residence Inn	120		
		Santa Fe Suites	123		
		Silver Saddle Motel	27		
		Super 8	89		
		Thunderbird Inn	44		
		Western Scene Motel	30		
	2040		2386		923

AIRPORTS

The Santa Fe Regional Airport (SAF) is serviced by American Airlines (operating as American Eagle) and United Airlines. American offers non-stop flights to and from Dallas (four daily) and daily flights to and from Phoenix. United Airlines provides three daily flights to and from Denver. Flight costs directly into Santa Fe vs. ABQ are typically \$50.00 to \$100.00 more per roundtrip ticket, however, some of this cost is off-set by lower transportation costs from the airport to accommodation, there were a total of 205,794 passengers(Enplane and Deplane) in 2017.

The Albuquerque International Sunport Airport (ABQ) welcomed 4,958,417 passengers in 2017, 183,319 more passengers than in 2016. The Sunport is currently serviced by eight major commercial carriers: Alaska, Allegiant, American, Delta, Frontier, JetBlue, Southwest, and United. It offers nonstop service to 24 cities, including: Alamosa, Atlanta, Austin, Baltimore (BWI), Chicago (Midway/O'Hare), Dallas (DFW/ Love Field), Denver, Houston (Bush/Hobby), Kansas City, Las Vegas, Los Angeles, Minneapolis/St. Paul, New York (JFK), Oakland, Orange County, Orlando, Phoenix, Portland, Salt Lake City, San Diego, San Francisco, Seattle/Tacoma. Nonstop in-state service is offered to Carlsbad and Silver City. Southwest Airlines is ABQ's largest carrier; it handled over 55% of ABQ's 2015 passengers.

On November 17, 2018 the Albuquerque International Sunport began direct flights twice per week (Saturdays and Mondays) to and from Guadalajara, Mexico on Volaris Airlines.



SALES TEAM DEPLOYMENT AND GOALS

TOURISM Santa Fe's sales team deployment is shown on the following map. The United States is divided geographically into thirds (West, Central and East) with the international market being handled by the Director of Sales (DOS). The top five producing states are New Mexico, Colorado, Illinois, Texas and DC (Virginia, Maryland). The sales team is responsible for all market segments within their geographical region and works with all groups having a need for 10 or more guestrooms per night.

The annual goal of the sales team is to generate 165 definite bookings with a total of 46,000 definite room nights. Below is the deployment of the Sales team.

The Director of Sales is responsible for the Arizona market (promoting the new flight from Phoenix to Santa Fe), tour and travel, incentive and international segments with an annual goal of 24 definite bookings and 2,500 definite room nights.

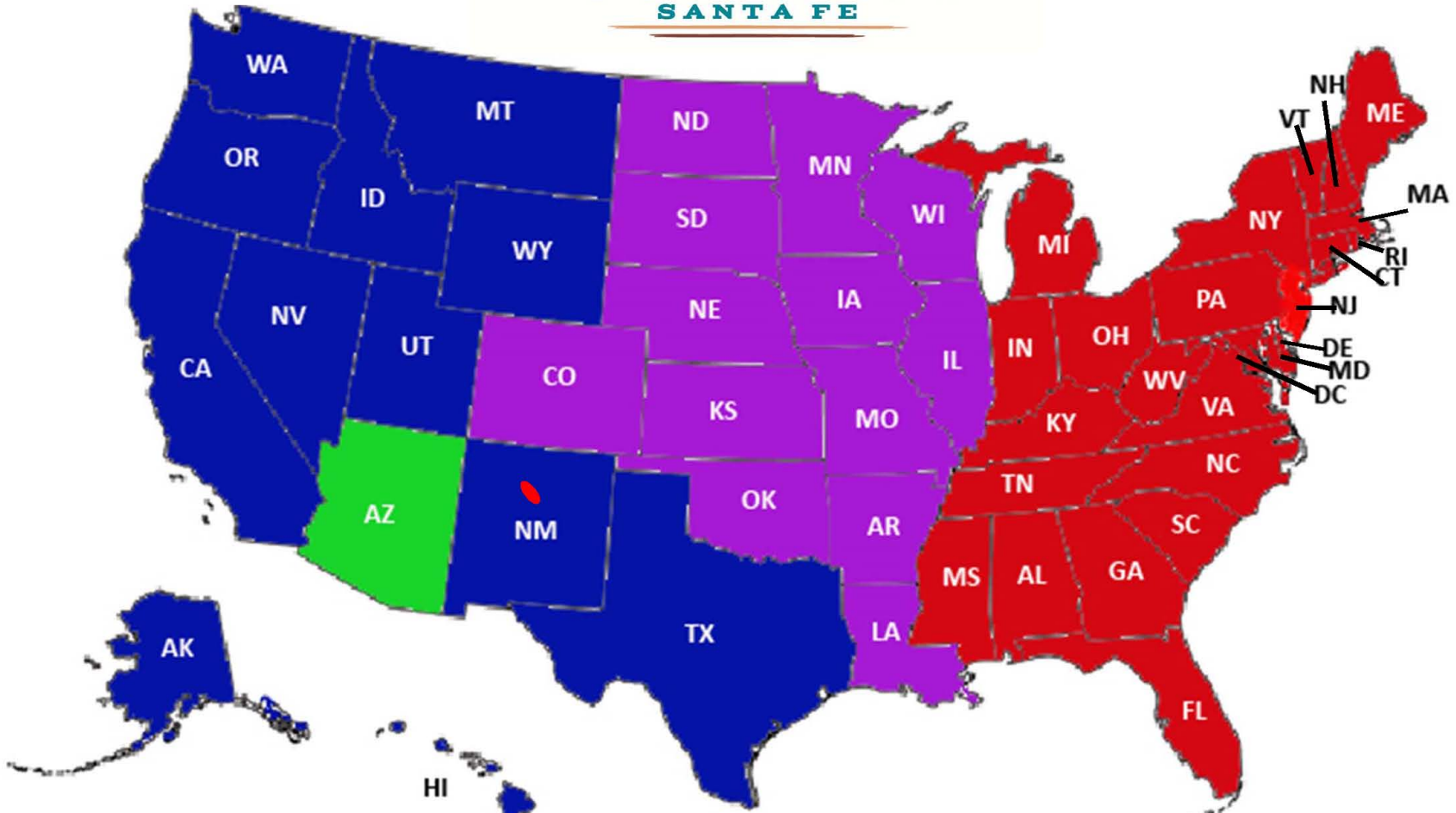
The Central US Sales Manager is responsible for the Central US market with an annual goal of 38 definite bookings and 15,500 definite room nights.

The Eastern US Sales Manager is responsible for the East Market, Los Alamos National Laboratory and Sandia National Laboratories with an annual goal of 55 confirmed bookings and 14,500 definite room nights.

The Western US Sales Manager is responsible for the West Market with an annual goal of 48 confirmed bookings and 13,000 definite room nights.

TOURISM

SANTA FE



- David Carr (505)955-6206, dacarr@santafenm.gov
Arizona, Tour & Travel, Incentive and International
- Kim Harmon (505)955-6228, kaharmon@santafenm.gov
Central

- April Gallegos (505)955-6231, ajgallegos@santafenm.gov
East, LANL, SNL & NM Consortium
- Justin Cox (505)955-6218, jrncox@santafenm.gov
West

PR

Sales Territory Map

SALES TEAM GOALS

	West		Central		East		Tour & Travel		Totals	
Definites	Number of bookings	Number of Room nights	Number of bookings	Number of Room nights	Number of bookings	Number of Room nights	Number of bookings	Number of Room nights		
2016	44	15,728	30	14,287	30	7,119			104	37,134
2017	42	12,746	25	8,780	55	15,140	7	3,351	129	40,017
2018	45	11,149	35	14,234	40	10,905	45	5,755	165	42,043
Average	44	13,208	30	12,434	42	11,055	26	3035	133	39,731
10%	48	14,528	33	13,677	46	12,160	29	3,339	146	43,704
Goal 2019	48	13,000	38	15,500	55	14,500	24	2,500	165	45,500
QTR Goal	12	3250	10	3875	13.75	3625	6	625	41.25	11375
Monthly Goal	4.0	1083.3	3	1291.7	4.6	1208.3	2	208.3	14	3792
Leads	Number of Leads	Number of Lead Room Nights	Number of Leads	Number of Lead Room Nights	Number of Leads	Number of Lead Room Nights	Number of Leads	Number of Lead Room Nights	Total	
2016	127	53,942	59	24,488	26	7,830			212	86,260
2017	95	35,963	56	20,897	96	32,000	17	4,582	264	93,442
2018	121	55,427	50	26,977	76	33,031	56	6,230	303	121,665
Average	114	48,444	55	24,121	66	24,287	24	3,604	260	100,456
10%	126	53,288	61	26,533	73	26,716	27	3,964	286	110,501
2019	129	57,500	61	30,000	73	42,000	27	3,500	290	133,000
QTR Goal	32	14375	15	7500	18	10500	7	875	73	33250
Monthly Goal	11	4792	5	2500	6	3500	2	292	24	11083

GROUP SALES OBJECTIVES

Group Sales Objectives and Action Plan

The primary objective of the group sales team is to market Santa Fe as a premiere destination to groups, meetings and conventions of 10 or more rooms per night. By successfully marketing Santa Fe as a group destination, the sales team creates compression in the Santa Fe hotel market, helping hotel partners achieve greater year-round occupancy and higher average daily rates. The sales team focused on bringing group business to Santa Fe without regard to overall size or need to use the Community Convention Center.

Over the past four years the sales team has achieved an average growth of 10% per year in both lead generation and confirmed bookings.

The sales team objective will be measured as follows:

- Increase group room night production by 10% to 46,200 definite group room nights by focusing on national association, continuing medical and legal education, scientific and corporate groups.
- Increase overall City occupancy to 72% in 2019 (Downtown 76%).
- Each sales manager is responsible for prospecting calls; a minimum of 25 outbound calls per week. The sales team will increase the number of leads and booking through prospecting.
- Increase the number of leads to hotels from 262 in 2018 to 290 in 2019.
- Increase participation in national and regional tradeshow by 10% to 24 tradeshow.
- Increase stories in industry publications with at least two trade publication writers attending each FAM visit in 2018.
- Establish new social media presence with the new tagline “Meet Different in the City Different”.
- Quarterly promotion sent to existing database.
- Revamp the Sales Website on Santafe.org

GROUP SALES OBJECTIVES, CONTINUED

The sales team objective will be achieved through the following action items:

- Create an identity for groups in Santa Fe, “Meet Different in the City Different”. All promotions, campaigns, collateral, social media, and sales team correspondence will utilize the “Meet Different in the City Different” identity.
- Create “Meet Different” identities on social media platforms (Facebook, Instagram, Twitter) specifically targeting group business decision makers and influencers.
- Redesign the meeting planner (santafecommunityconventioncenter.com) website and move to santafe.org to match the new creative and visually impactful santafe.org design.
- Migrate the community convention center website (santafecommunityconventioncenter.com) to the santafe.org site.
- Create a quarterly newsletter to be sent out through our iDSS database of group clients that have met in Santa Fe or sent a past RFP and prospective groups that we have met at tradeshow, posted on social media platforms, and shared on third-party group websites.
- Develop 2-3 group-focused videos to be utilized on santafe.org, third party group booking websites such as Cvent. Professionally-produced and engaging videos are necessary to capture the attention of decision makers and influencers. This will enable our group sales team to attract new business and close prospective accounts.
 - The videos will be highly-visually and engaging, not to exceed 30 seconds, that showcase Santa Fe as a premier group destination to all market segments.
 - The videos will include captions so viewers may view the full content if the sound is muted.
 - The sales team will also have the ability to customize the video with an introduction and conclusion to target specific groups.
- Work with our hotel partners to focus on selling the destination through use of our accolades.
- Work on cleaning up our prospecting lists in iDSS from the tradeshow we have attended.

GROUP SALES OBJECTIVES, CONTINUED

- Create a Group Destination Guide, which will be produced as a co-op with our partner hotels. The Group Destination Guide will be a full-color, professionally-produced guide that will be printed in short-run quantities with a pdf featured on santafe.org, third-party websites and email. In addition to location, weather and airlift information, the Group Destination Guide will include Only in Santa Fe attractions and events, individual hotel specs from the participating hotels, and the new illustrated downtown Santa Fe map highlighting the proximity of hotels to the Santa Fe Community Convention Center and the overall walkability of Santa Fe for group attendees.
- Work with Integrative Marketing Media (IMM); a 3rd party prospecting company to develop a stronger campaign to target new planners and groups.
- Attend 24 tradeshow and events in 2019 and take advantage of every pre-marketing and post-marketing opportunity available (see page 21 for schedule). Each sales manager is responsible for providing a trip report along with a list of contacts within 5 days of their return from an event. They are responsible for reaching out to each person they met with and making the appropriate introductions to other sales team members when appropriate. Those hotel partners that participate will have access to the leads immediately following the event. One weeks later the partners that did not participate will receive the list.
- Regional tradeshow and events focus on our key markets: Colorado, New Mexico, Texas, Illinois, and greater DC area. There will be a focus on maintaining a presence in these markets, and the team will continue to work on generating new business. We will be attending Luxury Summit Meetings which are one-day reverse tradeshow which expose Santa Fe to 20-45 qualified planners. The team will conduct two FAM visits in 2019 and will work on increasing the quality of attendees and primarily focusing on third party planners.
- Continue cultivating our relationships with repeat groups by the sales team making quarterly contact.
- Identify additional third party prospecting companies and /or other marketing companies to increase inbound leads.
- Create promotions for ConferenceDirect, HelmsBriscoe, association and corporate meetings.
- Ensure SOP's are being utilized for lead follow up, RFP submissions, prospecting and tradeshow follow up.
- Increased prospecting through solicitation calls, e-mail campaigns and promotions.
- Prequalification of leads through 3rd parties- IMM and Connect

GROUP SALES OBJECTIVES, CONTINUED

Our strongest segment is the association market which is also Santa Fe's top producing market segment comprising 65% of our group business. The association market typically books 18 months in advance so we will target corporate and incentive segments in our drive markets to increase short-term business. We have focused on increasing group business on the non-peak season which TSF will continue to pursue but we have room to grow in our peak season. We will continue to focus on increasing the city's occupancy during the peak months as these yield higher rates. We will work to grow rate and have more opportunity to do so during our peak months as there is higher compression. During the peak season there are more shows, festivals and activities for both transient and group guests. Once we create higher occupancy and compression (maintaining a steady growth in ADR) during our peak months we will maintain the level of achievement and shift our focus to our shoulder seasons.

We are creating new promotions for ConferenceDirect, HelmsBriscoe, association market and corporate and incentive Markets. We are going to create a quarterly newsletter that will be sent to our database of roughly 5,000 planners. We are looking into creating a sales focused videos that we can customize and e-mail to prospective clients along with a group destination guide.

GROUP SALES OBJECTIVES, CONTINUED

The table below is the group sales production year over year. New Mexico is one of the strongest producing markets with several repeat local and State Associations and Los Alamos National Laboratories. Chicago and Denver continually book Association business in Santa Fe which include American Bar Association, Rocky Mountain Mineral Law Foundation, Cedar/Gem and Keystone Symposium.

Group Booking Production Year over Year				
	Leads	Lead Rooms	Definites	Definite Rooms
2015	193	55,062	92	29,059
2016	212	86,260	104	37,134
2017	276	93,442	130	40,017
2018	303	121,665	165	42,043

SALES / EVENT SCHEDULE

- **National Tradeshows in 2019**

- MIC, March 12-13, 2019 (Denver); Kim Harmon
- ConferenceDirect, March 3-7, 2019 (Atlanta); April Gallegos
- HelmsBriscoe, April 30-May 2, 2019 (Houston); Kim Harmon
- IPW, June 1-5, 2019 (Anaheim); David A. Carr & Jordan Guenther
- ABA, August 8-11, 2019 (San Francisco); Kim Harmon
- ASAE: Expo, August 10-13, 2019 (Columbus); David A. Carr
- Connect Marketplace, August 26-28, 2019 (Louisville); David A. Carr & Justin Cox
- IMEX, September 10-12, 2019 (Las Vegas); David A. Carr

- **Consumer Tradeshows in 2019**

- Travel & Adventure Show, February 13-14, 2019 (Denver); Randy Randall & David A. Carr
- Travel & Adventure Show, March 24-25, 2019 (Dallas); Justin Cox and Ryan Dodge



SALES / EVENT SCHEDULE

- **Regional Tradeshows**

- Smart Meetings, January 25, 2019 (San Francisco); Justin Cox
- Luxury Meetings Summit, February 6-9, 2019 (Dallas, San Antonio, Austin); Justin Cox
- Destination Showcase, February 13, 2019 (Washington, DC); April Gallegos
- Connect Chicago, February 25-26, 2019 (Chicago); David A. Carr
- Connect Rockies, March 4-5, 2019 (Denver); Kim Harmon
- Smart Meetings Northwest, March 14, 2019 (Seattle), Justin Cox
- Smart Meetings Midwest, April 2019 (Chicago); Kim Harmon
- Connect California, April 22-23, 2019 (Oakland), Justin Cox
- Smart Meetings West National, May 5-7, 2019 (Las Vegas); David A. Carr
- Connect Georgia, dates TBD (Atlanta); April Gallgos
- Connect Pacific Northwest, dates TBD (TBD); Justin Cox
- Connect Southwest, dates TBD (TBD); David A. Carr
- Connect Independent Planners, December 2019 (Washington DC); April Gallegos
- Connect DC, December 2019(Washington DC), April Gallegos
- Holiday Showcase, December 2019 (Chicago); Kim Harmon

- **FAMS**

- FAM, May 14-17, 2018
- FAM, October TBD



Meetings Industry Council of Colorado
Educational Conference and Trade Show

LEAD PRODUCTION

The table below shows the definite room nights, definite bookings, number of leads and lead room nights year over year. We have maintained roughly a 10% increase over last year in both leads and confirmed bookings.

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 1/1/2019

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2018												
Event	9	12	12	4	16	12	6	26	29	13	10	16	165
STLY Event	9	16	9	10	7	7	10	8	8	14	13	19	130
Event Variance	0%	-1%	25%	-50%	240%	71%	-40%	325%	362%	-7%	-30%	-18%	39%
Rooms	3,416	4,160	2,432	3,719	2,959	4,352	1,799	3,281	2,297	3,455	3,662	6,491	42,023
STLY Rooms	3,325	4,024	4,037	2,181	4,721	3,166	1,593	2,238	2,080	2,984	4,695	4,973	40,017
Room Variance	3%	9%	-60%	41%	-59%	36%	13%	46%	10%	16%	-31%	30%	1%
Lead	2018												
Event	25	18	24	16	21	20	27	44	26	32	26	22	301
STLY Event	14	19	18	19	26	16	12	26	34	25	34	25	268
Event Variance	78%	-5%	25%	-16%	-23%	25%	125%	69%	-30%	28%	-30%	-13%	11%
Rooms	16,206	7,983	15,959	8,751	8,734	11,597	13,067	8,977	7,246	8,070	8,115	6,960	121,665
STLY Rooms	4,318	6,895	6,158	4,709	5,393	4,981	3,088	11,772	12,870	7,660	10,306	15,292	93,442
Room Variance	375%	13%	38%	51%	76%	232%	323%	-31%	-79%	13%	-26%	-219%	48%

ANNUAL EVENTS

Annual Events/Markets

Santa Fe Film Festival

Native Treasures

Currents

GFNY Santa Fe

Art Santa Fe

Contemporary Hispanic Market

Santa Fe Opera

International Folk Art Market (IFAM)

Santa Fe Chamber Music

Spanish Market

Whitehawk

SWAIA

Indian Market

Santa Fe Music Week

Fiestas de Santa Fe

Santa Fe Wine & Chile

Albuquerque Balloon Fiesta

Independent Film Festival

February (3rd week)

May (Always the week after Memorial Day)

June (2nd weekend)

June (4th weekend)

July (always the same week as IFAM)

July (Thur and Fri before last weekend)

July - August

July (2nd weekend)

Mid July – Mid August

July (last weekend)

August (2nd week, week before SWAIA)

August (3rd week)

August (3rd weekend)

Last weekend in August into September

September (first week and a half)

September (wed – fri before last Saturday)

October (1st Saturday through the 2nd Sunday)

October (3rd weekend)

TERRITORY BREAKDOWN

The table below shows the breakdown of leads and confirmed bookings by territory. The top producing territory as defined by the deployment map is the East Market with the most confirmed bookings and Leads. The East Market generated the most leads but had the lowest conversion rate. The key states are New Mexico, Maryland, DC, and Virginia. Second is the West Coast Market with Colorado and Illinois producing the most followed up by Texas. We anticipate that the West Market will continue to produce the highest number of leads as New Mexico provides the greatest number of leads and confirmed booking.

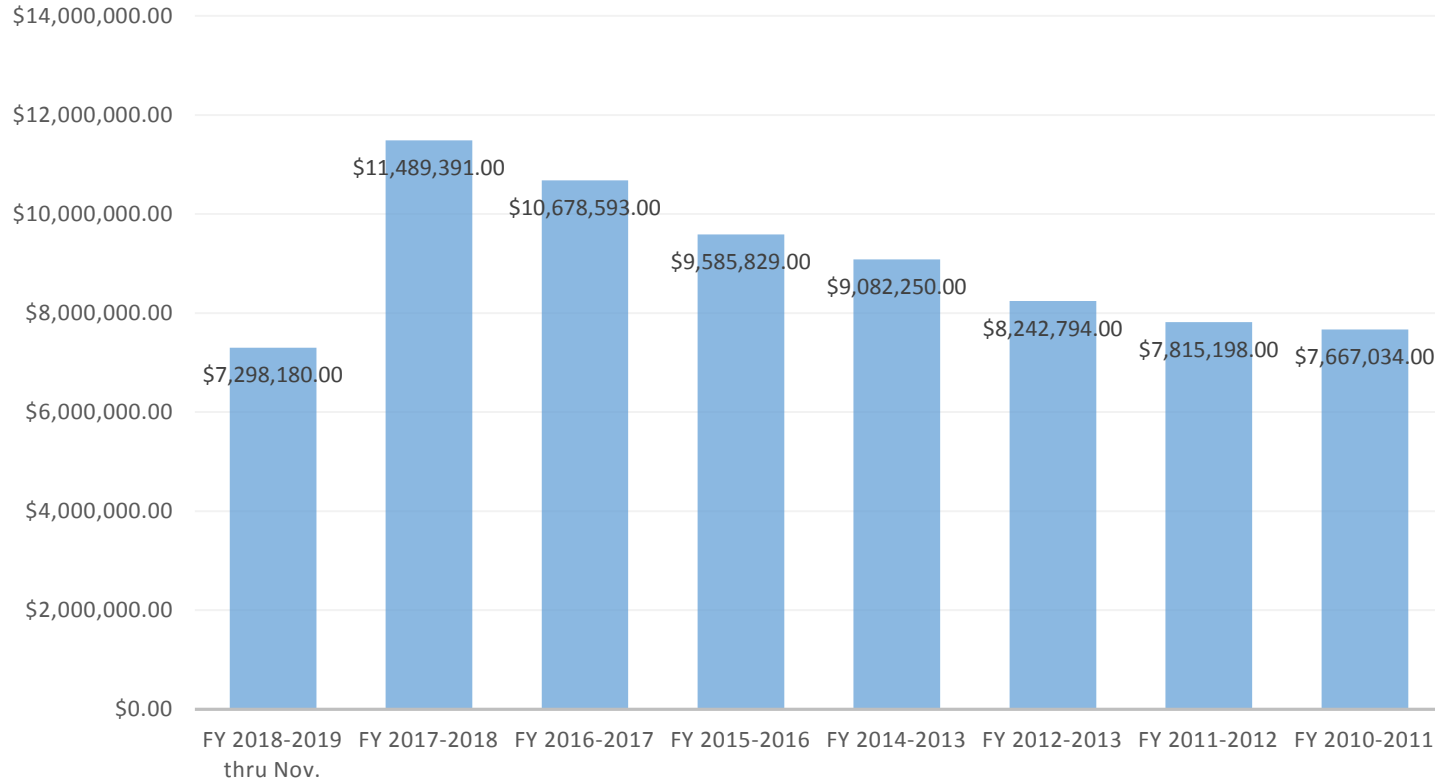
Leads and Confirmed Booking by Territory						
	2016 Leads	2016 Confirmed	2017 Leads	2017 Confirmed	2018 Leads	2018 Confirmed
East	96	39	77	21	113	71
Central	59	30	55	28	54	27
West	57	36	132	81	136	67
Totals	212	105	264	130	303	165

To increase production the sales team is partnering with Integrative Marketing Media (IMM) and Collinson Media to assist with prospecting and lead generation. IMM has been actively soliciting new business and qualified planners through targeted e-campaigns. Collinson Media can provide qualified leads to destinations and the sell them in bundles of 50. Tourism Santa Fe will received 50 qualified leads and if they are strong we will continue to work with Collinson Media.

TOURISM Santa Fe's main goal is to increase occupancy for hotel partners. The team's focus will be on filling the hotels whether or not this involves use of the Convention Center and this will be accomplished through attending tradeshow, prospecting and strategic partnerships with 3rd part.

LODGING TAX BY YEAR

Occupancy Tax Collections



The report shows Fiscal Year lodgers tax and a forecasted growth of 10.05% for 2017-2018.

TOP ACCOUNTS

Our top accounts generate more than 8000 room nights per year.

- Keystone Symposium
- Wilderness Medicine
- Santa Fe Recycle
- LANL
- Dual Language of New Mexico
- American Society of Plastic Surgeons
- Contemporary Hispanic Market
- Baile de los Cascarones
- City and Local Meetings
- Santa Fe Area Home Builder

Whitehawk
Creativity and Madness
New Mexico Cancer Foundation
New Mexico Association of Counties
Acequia Madre Elementary School
Santa Fe Spanish Colonial Art Society
SWAIA
New Mexico Association of Counties
Santa Fe Japanese Festival
New Mexico Farm and Livestock Bureau

TARGET SEGMENTS

- Association 60%
- Corporate/Incentive 25%
- Government 10%
- Tour/Travel, Leisure Group 5%

GEOGRAPHICAL ANALYSIS

Geographical Analysis:

Most of the visitors to Santa Fe come from our drive markets; Texas, New Mexico and Colorado account for 49.9% of all visitors. The two charts below show the geographical feeder by both State and City. When looking at our group business we find that New Mexico generates the most leads mainly from Los Alamos National Laboratories, Local and State Associations and the University of New Mexico.

In 2018 we saw good growth in both the number of Leads and Definite bookings out of the East Coast Market. The West Coast market produced ahead of 2017 with an increased number of LANL bookings. There was a decline in production out of the Central market and we plan on focusing our sales efforts in Illinois and Colorado. We will be attending Connect meetings; Smart meetings, and the 3rd party (Conferencedirect and HelmesBriscoe) tradeshows. We will be working with IMM increase our e-mail promotions and Collison Media to provide qualified leads.

Top Geographic Feeders by State 2018

<i>State</i>	<i>Total Room Nights %</i>
<i>Texas</i>	<i>23.1%</i>
<i>California</i>	<i>14%</i>
<i>Colorado</i>	<i>13.7%</i>
<i>Arizona</i>	<i>4.8%</i>
<i>New York</i>	<i>3.7%</i>
<i>Washington</i>	<i>2.9%</i>
<i>Florida</i>	<i>2.8%</i>
<i>Oklahoma</i>	<i>2.8%</i>
<i>Illinois</i>	<i>2.8%</i>
<i>Virginia</i>	<i>1.8%</i>

Top Geographic Feeders by City 2018

<i>City</i>	<i>Total Room Nights %</i>
<i>Albuquerque</i>	<i>5.0%</i>
<i>Denver</i>	<i>3.0%</i>
<i>Dallas</i>	<i>2.4%</i>
<i>Austin</i>	<i>2.3%</i>
<i>Houston</i>	<i>2.0%</i>
<i>New York</i>	<i>1.4%</i>
<i>San Francisco</i>	<i>1.2%</i>
<i>Colorado Springs</i>	<i>1.0%</i>
<i>Washington</i>	<i>1.0%</i>
<i>Los Angeles</i>	<i>1.0%</i>

*Information provided through Southwest Planning

SANTA FE COMMUNITY CONVENTION CENTER

- 2,048 guest rooms within a five block radius
- Close proximity to nature, fitness & adventure opportunities
- Cultural wealth in walking/short driving distance (museums, ancient civilizations)
- Culinary treasures, 250 of restaurants, cooking school
- Community Gallery and Public Art collections
- 35,000 square feet of indoor meeting space
- In-floor electrical, internet and phone boxes
- LEED certified facility—Green Meetings
- 1 hour from Albuquerque Sunport
- 20 minutes from Santa Fe Airport
- Onsite parking for 500 vehicles
- Over 200 art galleries nearby
- Column free ball room(s)
- Mountain View terraces
- Large courtyard
- Two blocks from Plaza
- Free Wifi

AVAILABLE COLLATERAL

- Media Kit
- Sales Kit
- Visitor Guides
- One Sheet Profiles
 - Meetings
 - Leisure
 - Tour & Travel
- 3-D Santa Fe Maps
- Videos and Photos on Barberstock
- Give Aways
 - Pens / Pins / Water Bottles / Journals / Cell Phone Stands / Sunglass Cords
 - See Current Inventory
- Brochures on everything...from tours to restaurants to hiking and biking trails
- Value Cards (discounts from participating industry partners)

COMPETITIVE ANALYSIS

Southwest Region

	Santa Fe - city	Sedona – non-profit	Tucson - non-profit (Includes Pima County)	Scottsdale	Colorado Springs	Denver	Savannah	Charleston
Population	71,061 Santa Fe, 125,000 Santa Fe County	10,400	526,000 Tucson, 985,000 Greater Tucson	217,385 Scottsdale, 4,574,351 Greater Phoenix	473,984	682,545 Denver; 2,853,077 Greater Denver	136,286 Savannah, 347,611 Greater Savannah	134,875 Charleston, 761,155 Greater Charleston
Marketing Budget	\$1,500,000	\$2,386,700	\$9,074,000	\$4,997,626	\$2,900,000	\$23,200,00	\$2,960,000	\$6,400,000
Top Meetings Target Markets	All New Mexico, Washington D.C., Denver, Dallas, Chicago	AZ, CA	AZ, CA, Chicago (but mid-west in general), DC area, FL (3* -parties)	AZ, CA, DC area, Chicago, NY/NJ	Denver, Dallas, Chicago, Atlanta, Orlando	Phoenix, Dallas, Kansas City, Rocky Mountain Region	NE Corridor (DC) area, SE (Atlanta(Largest Market)) and mid-west	NE Corridor (DC) area, SE (Atlanta(Largest Market))and mid-west
Annual Occupancy %	70%	69%	65%	68.2	69.4	76.80%	72%, Historic District 80%	73.50%
Total # of rooms	5,147	4,000	15,698	13,400+	14,500	45,000	15,600, 5,000 in Historic	16,177, 4,800 in Historic
Annual Lodgers Tax Revenue	\$11,000,000.00 Includes 3mm debt service, 7% combined taxes	\$3,894,000 6.5% GRT 3% and 3.5% Lodgers Tax	\$9,140,025 12.05% city bed tax, plus \$4 per room per night surcharge	\$18,980,951 5% lodgers tax	\$5,000,000 3.12% GRT, 2% lodgers tax	\$58,000,000 10.75% Lodgers Tax, plus 4% from Denver County	\$9,000,000 6% Lodgers tax, 1/3 goes to CVB	\$22,400,000 10% Lodgers tax, 2% goes to Lodging
Convention Center	Yes	No	Yes	No	Yes	Yes	Yes, with Chamber and non-profit	Yes
Convention Center Hotel(s)	No	No (Largest hotel has 14.4K meeting space)	No	No	No	Yes	Yes	Yes
Sales Staff	7	3 (1 Dir., 1 sales, 1 admin)	8 (5 group sales, 1 admin, 2 for Tucson Sports sales)	10 (7 sales, 1 admin support, 1 project manager, 1 DMC)	7	36	11	8
Airport	Dallas, Denver & Phoenix (Santa Fe) Domestic, limited service (Albuquerque)	No (Flagstaff – half hour, flights only to PHX. Phoenix – 2 hour drive, international)	Yes, International	No (Scottsdale – private only. Phoenix – .5 hour, international)	12 gates, 19 non-stop cities, 5 carriers	International, full service	International, full service	International, full service
Season	June - October	March – May	Mid-Jan – Mid-May	January –April	June – October	April - October	Year round	Year round

COMPETITIVE ANALYSIS

Local/CCC

	SFCCC	Buffalo Thunder	Sandia Resort	ABQ CC	Tamaya
AV	Needed repair	State of the Art	State of the Art	\$23 mil in 2014	Scheduled for 2018
Catering Options	List of Approved Caterers	Customized Menu	Customized Menu	Exclusive/in-house	In house no outside vendors
Ceiling Mounted Projectors	Yes, but intermittent functionality	Yes	In Breakouts	Y	Yes
Coat Room	1	Yes	Yes	As needed	Yes
Colum free ballroom	17,836	66,000	27,000	31,640	Yes
Complimentary Wi-Fi	Yes	Yes	Yes	Yes	Yes
Cultural / Art Connection	Yes	Yes	Historical Photos	Yes	Yes
Executive Board Room	1	1	1	1 dedicated	2
Dedicated Exhibit Hall	No	No	No	106,200	No
Flexible Ballrooms	5	14	4	3	8
Flexible Breakout Rooms	10	9	6	27	6
Hardwired LAN Ports	Cat 5	Cat 6 & Fiber Optic	Cat 5	Cat 5	Cat 5e/6
In Floor Tech Panels	Yes	Power Only	On the Wall	On the Wall	On the Wall
In House AV Team	Approved Vendors	Yes, PSAV	Approved Vendors	Yes, Alliance AV	Yes
In House Catering Team	Approved Vendors	Hilton Banquet Menu	Approved Vendors	Savor	Hyatt
Kitchen Facilities	(2) commercial kitchens, (1) community kitchen	none for hire	None for hire	11,00sq main kitchen, none for hire	none for hire
LEEDS Qualification	Yes	Sustainable practices, but not LEEDs qualified	None	Sustainable practices, but not LEEDs qualified	Sustainable practices, but not LEEDs qualified
Loading Dock	Yes	Yes	Yes	Yes	Yes
Location	Heart of Downtown	Pojoaque Pueblo	NE ABQ	Heart of Downtown	Santa Ana Pueblo
Meeting Space	40,000	66,000	50,000	270k sf	27,000
Onsite Recreation	No	Yes	Yes	No	Yes
Outdoor Space	11,000	30,000	Amphitheatre 4600 seats	Patio for 250 people, post renovations	10,000
Parking	512 spaces underground	1000 spaces + Valet	1500 spaces + Valet	1500 convenience spaces	Outdoor and Valet
Prefunction Space	8,850	25,000	20,000	10,000	5,600
Rate Structure	Yes	\$1 / sq. foot	No	Yes, but not public	Yes
Rigging Points in the Ballroom	Yes	Yes	Yes	Yes	Yes
Show Offices	0	Yes	Business Center	12	Business Center
Water Fountains	Yes, Un-Filtered (3)	Fountains + Water Service	Fountains + Water Service	Yes, Filtered, (10)	Yes, 1 filtered 1 unfiltered

SITUATION ANALYSIS

National Trends

- Conference and tradeshow attendance anticipated to increase 1.14% in 2019 ⁽¹⁾
- The rising group rates for hotel rooms (2.41% increase) and increasing air fares (2.11% increase) means budget limitations ⁽¹⁾
- 32% decide on a meeting location due to the ease of air lift and transportation to location for attendees ⁽¹⁾
- Anticipate a 2.91% increase in app usage in 2019 which is a decrease from 2018 of -1.4% ⁽¹⁾
- 71% of the meetings are predicted to go to large cities, second-tier cities expect 22% and other locations will attract 7% ⁽¹⁾
- Planners' top strategy for managing costs is to reduce meeting length; 20% will reduce the number of room nights ⁽¹⁾
- Costs outpacing budgets increases in spending are not expected to keep pace with rising meeting costs; hotel rates up 2.8% which meeting spend is only up 0.8% ⁽¹⁾

Primary Locations for Meetings

2019

Meeting planners in North America have a strong preference for large metropolitan destinations for their events.

	NORTH AMERICA
Large city locations	71%
Second-tier city locations	22%
Other	7%

American Express Meetings & Events North American Survey, 2018

(1) American Express Meetings & Events Forecast: 2018

SITUATION ANALYSIS

North American Trends in 2019

Cost Area Cut First in Meeting Budget

(and still maintain customer experience)

Meeting planners in North America are most likely to reduce number of nights for a meeting if budgets need to be reduced. Offsite evening events and optional activities are also possible targets.

	NORTH AMERICA (2019)
Number of nights	20%
Registration site	3%
Ground transportation	8%
Communication	2%
Offsite evening events	18%
Offsite optional activities	17%
Audio visual	2%
Food & beverage	11%
Onsite travel staff	4%
Room drops	7%
Use of Destination Management Company (DMC)	8%

American Express Meetings & Events North American Survey, 2018

SITUATION ANALYSIS

Preferred Area of Investment

(if overall meetings budget increased 10%)

Compared to their global colleagues, meeting planners in North America are most likely to focus on improving onsite experience if provided with a budget surplus.

	NORTH AMERICA
Increase number of meetings	23%
Increase number of attendees at meetings	16%
Increase number of days for meetings	9%
Improve onsite experience	33%
Improve content delivery	7%
Increase use of technology	10%
Other	4%

American Express Meetings & Events North American Survey, 2018

SITUATION ANALYSIS

Property Type Usage

As a percentage of meetings

Mid-tier properties remain the preferred hotel type for planners across all regions, particularly in North America and Europe.

	NORTH AMERICA	EUROPE	CENTRAL/S. AMERICA	ASIA PACIFIC
Resort Properties	15%	9%	20%	18%
Luxury Properties	12%	13%	11%	16%
Mid-Tier Properties	47%	47%	29%	36%
Lower-Tier Properties	11%	11%	13%	12%
Non-Traditional Meetings Facilities	12%	15%	17%	10%
Cruises	2%	5%	10%	7%

American Express Meetings & Events North American, European, Asia Pacific, and Central/South American Surveys, 2018

SITUATION ANALYSIS

Top 10 US Cities Based on Meetings & Events Activity

The top US meetings and events destinations saw some changes in 2018. Washington D.C. moved from sixth place to ninth, and Phoenix, Arizona was replaced in the 10th spot by San Francisco, California.

Orlando, Florida

Las Vegas, Nevada

Chicago, Illinois

San Diego, California

Atlanta, Georgia

Dallas, Texas

Nashville, Tennessee

New York, New York

Washington, DC

San Francisco, California

Cvent, 2018

SITUATION ANALYSIS

American Express Meetings & Events Forecast: 2018

- Optimistic, yet Steady Forecast for 2018
 - Meetings viewed as growth enablers within organizations
 - Increase in competition with suppliers
 - Technology will continue to make an impact on meetings and events
 - More short-term bookings
 - Awareness of Sellers' Market, with hotel and air rates rising faster than meetings budgets
 - Hotel Room Rates predicted to increase by 3.5% in North America
 - Focus on the attendee experience
 - Short & Sweet meeting...ensuring attendees are fully engaging with the meeting content

PCMA Convene Meetings and Market Survey: March 2017

- Size of 2016 convention/meeting budget vs. 2015 convention/meeting budget: +1.7 percent. In last year's survey: +2.9 percent.
- 2016 attendance vs. 2015 attendance: +3.6 percent. In the 2015 survey: +5.3 percent.
- 2017 attendance vs. 2016 attendance (projected): +4.9 percent. In the 2015 survey: +3.3 percent.
- Number of 2016 exhibitors vs. 2015 exhibitors: +4.6 percent. In the 2015 survey: +2.7 percent.
- Number of 2017 exhibitors vs. 2016 exhibitors (projected): +1.5 percent. In the 2015 survey: +2.3 percent.
- Overall 2016 meeting budget compared to 2015 meeting budget: +1.7 percent. In the 2015 survey: +2.9 percent.
- 28 percent expect to plan more meetings in 2017; only 3 percent expect to plan fewer meetings.

GOALS / METRICS OF EVALUATION

- **Definite Bookings**
 - Increase definite bookings by 10% (122)
 - Average definite bookings 111
- **Leads**
 - Increase leads generated 10% (263)
 - Average leads 239
- **Room Nights**
 - Hotel Occupancy (NMLA -2018 averages Sept 2018)
 - Downtown: (76.3%)
 - Cerrillos: (66%)
 - Santa Fe Periphery (74.7%)
 - Total: 72.4% in 2018 up 2.4% from 2017
- **CCC Occupancy**
 - Segments: track and report (Establish Baseline)
- **Lost Opportunities**
 - Segments: track and report
 - EEI: track and report
- **Revenue**
 - Track and report
 - EEI Leads
 - EEI Converted
 - CCC Facility Rental
 - CCC Commissions
 - CCC Waivers
 - Rebates
 - Lodgers Tax (FY 16-17 Baseline \$10,678,592)
 - RevPar (NMLA-Rocky Mountain Lodging Report Oct 2018)
 - Downtown (\$143.89 2018) up \$10.77 from 2017
 - Cerrillos (\$57.86 2018) up \$3.67 from 2017
 - Santa Fe Periphery (\$96.29 2018) up \$10.82 to 2017
 - ADR (NMLA-Rocky Mountain Lodging Report Oct 2018)
 - Downtown (\$188.70 2018) up \$5.16 from 2017
 - Cerrillos (\$87.73 2018) up \$5.26 from 2017
 - Santa Fe Periphery (\$128.95 2018) up \$10.33 from 2017

TRAVEL AND TRADESHOWS

Tourism Santa Fe Travel and Tradeshow Budget Calendar Year 2019

		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2017-2018 totals
Travel Expense														\$ -
	MDSM 1/22-25/2019 New York JH	\$ 4,000.00												\$ 4,000.00
	Smart Meeting N. Cal 1/25/2019 JC	\$ 1,100.00												\$ 1,100.00
	Destination Showcase 2/13/2019 D.C., AG		\$ 1,400.00											\$ 1,400.00
	Luxury Summit Meeting TX 2/6-9/2019 JC	\$ 2,200.00												\$ 2,200.00
	MDSM 2/5-8/2019 PHX Tucson CD	\$ 1,500.00												\$ 1,500.00
	Travel and Adventure Show Denver 2/23-24/2019 DC	\$ 2,400.00												\$ 2,400.00
	Connect Chicago 2/25-26/2019 DC	\$ 2,200.00												\$ 2,200.00
	Connect Rockies 3/4-6/2019 KH			\$ 2,000.00										\$ 2,000.00
	MDSM 3/4-8/2019 Austin/Houston JH			\$ 2,200.00										\$ 2,200.00
	Denver MIC 3/13-14/2019 KH			\$ 2,000.00										\$ 2,000.00
	Travel and Adventure Show Dallas 3/29-31/2019 JG and JC			\$ 2,200.00										\$ 2,200.00
	Conference/Direct Atlanta 3-2019 AJ			\$ 1,600.00										\$ 1,600.00
	MDSM TBD Atlanta JH			\$ 2,000.00										\$ 2,000.00
	MDSM TBD Chicago JH			\$ 2,200.00										\$ 2,200.00
	Connect California 4/22-23/2019 JC				\$ 2,200.00									\$ 2,200.00
	Helms/Briscoe Houston 5/29 -31/2019 KH					\$ 1,600.00								\$ 1,600.00
	Smart West National 5/5-7/2019 DC					\$ 2,200.00								\$ 2,200.00
	PW-Denver 6/1-5/2019 DC and JG						\$ 3,500.00							\$ 3,500.00
	American Bar Assn 8/8-13/2019 KH								\$ 2,200.00					\$ 2,200.00
	ASAE 9/10-13/2019 DC								\$ 2,500.00					\$ 2,500.00
	Connect Marketplace KY 8/26-28/2019 DC & JC								\$ 3,500.00					\$ 3,500.00
	MDSM 8/6-9/2018 San Fran/Bay area JH								\$ 2,500.00					\$ 2,500.00
	MEX 9/10-12/2019 DC KH								\$ 2,322.46					\$ 2,322.46
	Smart Meetings Chicago 10/2019										\$ 2,000.00			\$ 2,000.00
	Connect Georgia 11/2019 AJ											\$ 1,500.00		\$ 1,500.00
	Connect Pacific NW 11/2019 JC											\$ 1,500.00		\$ 1,500.00
	Connect Southwest 12/2019 DC												\$ 1,200.00	\$ 1,200.00
	Connect DC 12/2019 AG												\$ 1,300.00	\$ 1,300.00
	Holiday Showcase 12/2019 KH												\$ 1,300.00	\$ 1,300.00
		\$ 5,100.00	\$ 9,700.00	\$ 14,200.00	\$ 2,200.00	\$ 3,800.00	\$ 3,500.00	\$ 10,700.00	\$ 2,322.46	\$ 2,000.00	\$ 3,000.00	\$ 3,800.00	\$ 3,800.00	\$ 60,322.46
	Entertainment	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 4,800.00
	Local Travel	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 4,800.00
Total		\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 9,600.00
FAM														
	PRESS FAM 1/9-13/19 Siv SF	\$ 3,000.00												\$ 3,000.00
	PRESS FAM 5/1-5/19 Native Roots					\$ 3,000.00								\$ 3,000.00
	FAM 10/15-18/2018 TEAM					\$ 6,000.00								\$ 6,000.00
	PRESS FAM 9/12-10/18 Only in SF								\$ 3,000.00					\$ 3,000.00
	FAM 10/15-18/2018 TEAM									\$ 3,000.00				\$ 3,000.00
														\$ -
														\$ 18,000.00

Registration Expense															\$ -
Start Meeting II, CA 12/2019 JC	\$ 2,800.00														\$ 2,800.00
Deflation Showcase 2/13/2019 D.C. AG		\$11,500.00													\$ 11,500.00
Legacy Summit Meeting TX 2/6-8/2019 JC		\$ 1,500.00													\$ 1,500.00
Travel and Airfare Show Denver 3/23-24/2019 DC		\$ 6,600.00													\$ 6,600.00
Conrad Chicago 3/28-29/2019 AH		\$ 4,000.00													\$ 4,000.00
Conrad Phoenix 3/4-5/2019 TBD				\$ 3,850.00											\$ 3,850.00
Conrad Financial 3/4-5/2018				\$ 3,850.00											\$ 3,850.00
Denver MCC 3/13-14/2019 AH				\$ 5,000.00											\$ 5,000.00
Travel and Airfare Show Dallas 3/24-25/2019 JG and JC		\$ 3,400.00													\$ 3,400.00
Conference/Direct Alerts 3/29-30/2019 DC		\$ 2,800.00													\$ 2,800.00
Start Meeting North west Seattle TBD JC			\$ 5,500.00												\$ 5,500.00
Start Meeting Chicago 4/18-19/2018				\$ 2,800.00											\$ 2,800.00
Conrad Dallas 4/23-24/2019 JC				\$ 3,850.00											\$ 3,850.00
PM Denver 5/19-22/2019 DC and JG					\$ 8,000.00										\$ 8,000.00
HomeBusiness Cruise 4/30-5/2/2019 AG					\$10,000.00										\$ 10,000.00
Start West National TBD DC				\$ 5,750.00											\$ 5,750.00
Start MidAtlantic						\$ 2,800.00									\$ 2,800.00
Weekend Bar Assoc Chicago 6/3-5/2019 AH								\$ 5,500.00							\$ 5,500.00
NAAE Travel Chicago 6/19-21/2018 DC									\$ 7,650.52						\$ 7,650.52
Conrad Marbella & Set Lela August 6/22-26/2019 DC & AG									\$ 8,900.00						\$ 8,900.00
Legacy Summit Meeting SoCal 9/11-12/2019 JC								\$ 5,900.00							\$ 5,900.00
Start Meeting Austin 9/22/2019 JC								\$ 4,950.00							\$ 4,950.00
MDX 10/16-19/2019 DC								\$ 4,250.00							\$ 4,250.00
Conrad GA 11/28-30/2019 AG									\$ 14,000.00						\$ 14,000.00
Conrad SouthWest Reno 12/3-4/19 DC										\$ 3,850.00			\$ 3,850.00		\$ 3,850.00
Conrad Texas TBD JC											\$ 3,850.00				\$ 3,850.00
Conrad DC 12/22/2019 AG											\$ 4,250.00				\$ 4,250.00
Legacy Meeting Summit Silicon and San Fran 12/6-9/2019 JC												\$ 1,600.00			\$ 1,600.00
Holiday Showcase 12/12-14/2019 AH												\$ 5,500.00			\$ 5,500.00
Total	\$ 2,800.00	\$23,600.00	\$ 18,900.00	\$12,150.00	\$23,750.00	\$ 2,800.00	\$5,500.00	\$16,650.52	\$ 9,200.00	\$14,000.00	\$ 3,860.00	\$19,450.00	\$	\$ 182,650.52	
Giveaways															\$ 25,000.00
Registrations/Dues															
WACVB (western assoc of CVB's)	\$ 880.00														\$ 880.00
Santa Fe Chamber of Commerce			\$ 350.00												\$ 350.00
ACVB(Albuquerque CVB)				\$ 329.00											\$ 329.00
PCMA - Rocky Mountain Chapter				\$ 485.00											\$ 485.00
HSMMAI					\$ 385.00										\$ 385.00
TANM					\$ 1,300.00										\$ 1,300.00
MPI - Dallas/Ft Worth chapter					\$ 500.00										\$ 500.00
Grand Circle Assoc						\$ 450.00									\$ 450.00
ASAE-Am Soc of Assoc Exec.									\$ 425.00						\$ 425.00
WACVB (western assoc of CVB's)															\$ -
Santa Fe Chamber of Commerce															\$ -
ACVB(Albuquerque CVB)															\$ -
PCMA - Rocky Mountain Chapter															\$ -
HSMMAI															\$ -
TANM															\$ -
MPI - Dallas/Ft Worth chapter															\$ -
NTA										\$ 1,175.00					\$ 1,175.00
CVent										\$ 8,246.00					\$ 8,246.00
DMMAI										\$ 2,000.00					\$ 2,000.00
sociatl table										\$ 3,825.00					\$ 3,825.00
Total															\$ 28,450.00
Total Travel, Tradeshow, Registrations, Dues, Giveaways and Reimbursements															\$ 285,922.98

SFCCC BOOKING POLICIES



Santa Fe Community Convention Center (SFCCC) Booking Policies:

The Santa Fe Convention and Visitors Bureau (hereby known as TOURISM Santa Fe) exercises booking control of the facility and adheres to the following guidelines:

- **Facility Rentals for Events with 250 or More Room Nights**
These are treated as Long Term Bookings, eligible to book anytime and may be booked as far out as 5 years. Groups/Events that do not contribute 250 or more room nights will not be allowed to contract until 10 months from event date(s); this applies to all social events (weddings, birthdays etc).
Room blocks are supported by a TOURISM Santa Fe or Hotel generated lead.
- **Recurring Annual Tradeshows/events**
Tradeshows/events with an established history of drawing 1,000 or more visitors to Santa Fe may be eligible to book use of the Community Convention Center at 3 years prior to event date. Criteria establishing proof of attendance and economic impact must be discussed with TOURISM Santa Fe staff prior to initiating a contract. The TOURISM Santa Fe staff will be happy to place a second option hold on the space and discuss the details of the event(s) more than 3 years months in advance, but cannot issue a confirmed contract until that time.
- **Facility Rentals without room blocks**
These are treated as Social Events (weddings, birthdays, gala's, etc.) and are eligible to book 10 months or less from event date. The TOURISM Santa Fe staff will be happy to place a second option hold on the space and discuss the details of the event(s) more than 10 months in advance, but cannot issue a confirmed contract until that time.
- **Nonprofit One Day Fundraisers**
A Santa Fe Based nonprofit will receive a discount of 20% off current pricing for a one day fundraising event. Events may be booked six months or less prior to the event date and are subject to all regular contract terms regarding facility rental, security, cleaning and damages. Details may be found on Santafe.org. The TOURISM Santa Fe staff will be happy to place a second option hold on the space and discuss the details of the event(s) more than 10 months in advance, but cannot issue a confirmed contract until that time.

The SFCCC reserves the right to accept, modify, refuse or terminate bookings in accordance with all guidelines. Additionally, TOURISM Santa Fe may solicit, develop or promote any event consistent with TOURISM Santa Fe and SFCCC objectives and the interests of the City of Santa Fe. The TOURISM Santa Fe will consider the following factors in evaluating potential bookings:

- Projected economic benefit to the City of Santa Fe
- Seasonal factors and repeat booking potential
- Client's performance with respect to prior events at the SFCCC and/or similar facilities
- Client's history with respect to actual room night booking requirements
- Value of the event to the community
- Projected direct revenue to the SFCCC

Bookings are made on a first-come, first-served basis. The issuance of contracts further out than Three (3) years, will be at the discretion of the TOURISM Santa Fe. Contracts, when issued, are not valid unless accompanied by the required rental deposit amount. When space is available, the TOURISM Santa Fe reserves the right to rent to two or more parties during the same dates and times, using different parts of the Center. Exclusivity is only available when a group rents the entire facility. Should two or more parties engaged in the same type of business desire to rent the facility at the same time, preference will be given to the group currently under contract. We will make every attempt to avoid conflict to book both parties, in order for TOURISM Santa Fe to issue the second contract for the remaining space. Rental rates are based on current market indicators, such as, time of year, holidays and number of room nights booked. Local and New Mexico non-profit rates are available as is a special rate structure for City meetings. A premium rate may be charged for use of the facility between mid-night and 7:00AM and during major holidays. All rates are subject to change.

The SFCCC accepts cash, business checks, cashier's checks, money orders, most major credit cards, and wire transfers for the payment of all deposits and fees. Please make checks payable to the Santa Fe Community Convention Center/City of Santa Fe.

TOURISM

SANTA FE
