



The Purchasing Memo

Date: January 5, 2026

To: City Manager

From: Randy Randall, TSF Executive Director

Randy Randall
Randy Randall (Jan 5, 2026 16:47:43 MST)

Subject: OTAB Funding Award – Native Fashion Week

Vendor Name: SWAIA

Munis Vendor Number: 1590

ITEM AND ISSUE:

TOURISM Santa Fe respectfully requests your review and approval of a professional contract in the total amount of \$30,000 – not to exceed for the awarded Occupancy Tax Advisory Board (OTAB) funding support for the advertising to promotion and management of event: Native Fashion Week for a term of one year with SWAIA.

CONTRACT NUMBER:

FY26 Munis Contract #3260316

BACKGROUND AND SUMMARY:

Per Resolution 2012-70: Every calendar year TOURISM Santa Fe/Occupancy Tax Advisory Board (OTAB) advertises the acceptance of applications for funding assistance with the support of local events that aid in Santa Fe’s Tourism Industry. The applications are reviewed and then selected by the OTAB Grant Review Panel using a scoring/merit evaluation.

PRIOR APPROVALS AND SUPPORTING INFORMATION:

FUNDING SOURCE:

Fund Name/Number: Lodgers Tax Fund/213

Munis Org Name/Number: VSF Programs & Events/2130523

Munis Object Name/Number: Grants & Services/510400

Budget Officer / Designee: *Andy Hopkins* Date: 01/15/2026

Budget Officer Comment/Exceptions: _____

PROCUREMENT METHOD:

The procurement method used was NMSA 1978, Section 13-1-125, Small Purchase

Chief Procurement Officer (CPO)/Designee: *[Signature]* Date: 01/15/2026

CPO Comment/Exceptions: _____

ASSOCIATED APPROVALS:

IT Components included? Yes | No

Approval: _____ Title: _____ Date: _____

Comment/Exceptions: _____

Treasury/Point of Sale Components included? Yes | No

Approval: _____ Title: _____ Date: _____

Comment/Exceptions: _____

Vehicles included? Yes | No

Approval: _____ Title: _____ Date: _____

Comment/Exceptions: _____

Construction to City Facilities, Furniture, and/or Fixtures included? Yes | No

Approval: _____ Title: _____ Date: _____

Comment/Exceptions: _____

Is this an externally funded purchase? Yes | No

If yes, what is the issuing agency: _____

Approval: _____ Title: _____ Date: _____

Comment/Exceptions: _____

Is this a Capital Asset or Project? Yes | No

Project Ledger Number: _____

Approval: _____ Title: _____ Date: _____

Comment/Exceptions: _____

ATTACHMENTS:

CPO Service Determination Email

Resolution 2012-70

Certificate of Liability Insurance (COI)

Professional Services Contract



Item# 26-0012

CITY OF SANTA FE

PROFESSIONAL SERVICES CONTRACT SWAIA/Native Fashion Week - OTAB Funding 2026

THIS CONTRACT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the "City," and Southwestern Association for Indian Arts (SWAIA), hereinafter referred to as the "Contractor," and is effective as of the date set forth below upon which it is executed by the Parties.

RECITALS

WHEREAS, the Chief Procurement Officer of the City has made the determination that this Contract is in accordance with the provisions of the New Mexico Procurement Code (NMSA 1978, 13-1-28 et seq.) pursuant to NMSA 1978, Section 13-1-125, Small Purchase; and

WHEREAS, the Contractor is one of such requisite and qualifications and is willing to engage with the City for professional services, in accordance with the terms and conditions hereinafter set out, and the Contractor understanding and consenting to the foregoing is willing to render such professional services as outlined in the Contract; and

The City and the Contractor hereby agree as follows:

1. SCOPE OF WORK

The Contractor shall provide the following services for the City:

- A. The Contractor shall manage the promotion and all advertisements, including social media, for the event: Native Fashion Week.
- B. Contractor shall develop a concept and design a brochure for the Event including all project materials, printing and distribution of the brochure, and obtaining best prices.

- C. Contractor may subcontract with a third party to manage the Event. The subcontractor can only be for a maximum up to \$15,000.
- D. Contractor shall provide periodic reports to the Santa Fe Occupancy Tax Advisory Board, at least quarterly listing the expenditures for those periods. Funding provided to the Contractor shall be maintained in a separate account established for the purpose and shall not be commingled with any other money.

2. STANDARD OF PERFORMANCE; LICENSES

- A. The Contractor does hereby accept its designation as a professional service, rendering services related to Southwestern Association for Indian Arts (SWAIA)/Native Fashion Week - OTAB Funding 2026 for the City, as set forth in this Contract. The Contractor represents that Contractor possesses the personnel, experience, and knowledge necessary to perform the services described under this Contract.
- B. The Contractor agrees to obtain and maintain throughout the term of this Contract, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives, and subcontractors.

3. COMPENSATION

- A. The City shall compensate the Contractor for the services described in the scope of work, the City agrees pay the Contractor a, not to exceed, total compensation of \$30,000.00 inclusive of New Mexico Gross Receipts Tax levied at the rate of 8.1875%.
- B. The compensation represents a maximum amount. The Contractor must notify the City when the Services provided under this Contract approach 90% of compensation total. Services rendered beyond the maximum compensation amount will not be reimbursed unless the Contract is amended in writing prior to the provision of such services.
- C. Invoicing and Payment Terms Payment will be made upon the City's acceptance of deliverables and receipt of a detailed, certified invoice from the Contractor. Payments will be sent to the Contractor's designated address. The City shall issue payment in accordance with the timelines required by law. Invoices must be submitted no later than fifteen (15) days after the Contract's termination. Late invoices will not be processed or paid.
- D. Extended Payment Terms for Grant-Funded Contracts. For grant-funded agreements, the City may issue payment within forty-five (45) days following submission of an undisputed payment request.

4. TERM

THIS CONTRACT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY. This Contract shall terminate December 31, 2026 unless terminated pursuant to the Termination and Appropriations articles of this contract. A contract for professional services may not exceed four years, including all extensions and renewals, except as otherwise provided by NMSA 1978, Sections 13-1-150 through 13-1-152 or SFCC 1987, Section 11-13.

5. TERMINATION

- A. Grounds. The City may terminate this Contract for convenience or cause. For contracts within their authority, the City Manager or their designee is authorized to provide the notice of termination, otherwise such notice of termination shall be provided by the Mayor or their designee as authorized by the Governing Body. The Contractor may only terminate this Contract based upon the City's uncured, material breach of this Contract.
- B. Notice; City Opportunity to Cure.
1. The City shall give Contractor written notice of termination at least thirty (30) days prior to the intended date of termination.
 2. Contractor shall give City written notice of termination at least thirty (30) days prior to the intended date of termination, which notice shall (i) identify all the City's material breaches of this Contract upon which the termination is based and (ii) state what the City must do to cure such material breaches. Contractor's notice of termination shall only be effective (i) if the City does not cure all material breaches within the thirty (30) day notice period or (ii) in the case of material breaches that cannot be cured within thirty (30) days, the City does not, within the thirty (30) day notice period, notify the Contractor of its intent to cure and begin with due diligence to cure the material breach.
 3. Notwithstanding the foregoing, this Contract may be terminated immediately upon written notice to the Contractor (i) if the Contractor becomes unable to perform the services contracted for, as determined by the City; (ii) if, during the term of this Contract, the Contractor is suspended or debarred by the City; or (iii) the Contract is terminated pursuant to Paragraph "Appropriations", of this Contract.
- C. Liability. Except as otherwise expressly allowed or provided under this Contract, the City's sole liability upon termination shall be to pay for acceptable work performed prior to the Contractor's receipt or issuance of a notice of termination; provided, however, that a notice of termination shall not nullify or otherwise affect either party's liability for pre-termination defaults under or breaches of this Contract. The Contractor shall submit an invoice for such work within thirty (30) days of receiving or sending the notice of termination. *THIS PROVISION IS NOT EXCLUSIVE AND DOES NOT WAIVE THE CITY'S OTHER LEGAL RIGHTS AND REMEDIES CAUSED BY THE CONTRACTOR'S DEFAULT/BREACH OF THIS CONTRACT.*

6. APPROPRIATIONS

The terms of this Contract are contingent upon sufficient appropriations and authorization being made by the Governing Body for the performance of this Contract. If sufficient appropriations and authorization are not made by the Governing Body, this Contract shall terminate immediately upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final. If the City proposes an amendment to the Contract to unilaterally reduce funding, the Contractor shall have the option to terminate the Contract or to agree to the reduced funding, within thirty (30) days of receipt of the proposed amendment.

7. STATUS OF CONTRACTOR

The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor and its agents and employees shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Contract. The Contractor acknowledges that all sums received hereunder are reportable by the Contractor for tax purposes, including without limitation, self-employment and business income tax. The Contractor agrees not to purport to bind the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

8. ASSIGNMENT

The Contractor shall not assign or transfer any interest in this Contract or assign any claims for money due or to become due under this Contract without the prior written approval of the City.

9. SUBCONTRACTING

The Contractor shall not subcontract any portion of the services to be performed under this Contract without the prior written approval of the City. No such subcontract shall relieve the primary Contractor from its obligations and liabilities under this Contract, nor shall any subcontract obligate direct payment from the City.

10. RELEASE

Final payment of the amounts due under this Contract shall operate as a release of the City, its officers and employees from all liabilities, claims and obligations whatsoever arising from or under this Contract.

11. CONFIDENTIALITY

Any confidential information provided to or developed by the Contractor in the performance of this Contract shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the City.

12. PRODUCT OF SERVICE - COPYRIGHT

All materials developed or acquired by the Contractor under this Contract shall become the property of the City and shall be delivered to the City no later than the termination date of this Contract. Nothing developed or produced, in whole or in part, by the Contractor under this Contract shall be the subject of an application for copyright or other claim of ownership by or on behalf of the Contractor.

13. CONFLICT OF INTEREST; GOVERNMENTAL CONDUCT ACT

- A. The Contractor represents and warrants that it presently has no interest and, during the term of this Contract, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance or services required under the Contract.
- B. The Contractor further represents and warrants that it has complied with, and, during the term of this Contract, will continue to comply with, and that this Contract complies with all applicable provisions of the Governmental Conduct Act, NMSA 1978, Chapter 10, Article 16.
- C. Contractor's representations and warranties in Paragraphs A and B of this Article are material representations of fact upon which the City relied when this Contract was entered into by the

parties. Contractor shall provide immediate written notice to the City if, at any time during the term of this Contract, Contractor learns that Contractor's representations and warranties in Paragraphs A and B of this Article were erroneous on the effective date of this Contract or have become erroneous by reason of new or changed circumstances. If it is later determined that Contractor's representations and warranties in Paragraphs A and B of this Article were erroneous on the effective date of this Contract or have become erroneous by reason of new or changed circumstances, in addition to other remedies available to the City and notwithstanding anything in the Contract to the contrary, the City may immediately terminate the Contract.

D. All terms defined in the Governmental Conduct Act have the same meaning in this section.

14. AMENDMENT

- A. This Contract shall not be altered, changed, or amended except by instrument in writing executed by the parties hereto and all other required signatories.
- B. If the City proposes an amendment to the Contract to unilaterally reduce funding due to budget or other considerations, the Contractor shall, within thirty (30) days of receipt of the proposed Amendment, have the option to terminate the Contract, pursuant to the termination provisions as set forth in "Term" herein, or to agree to the reduced funding.

15. ENTIRE AGREEMENT

This Contract, together with any other documents incorporated herein by reference and all related Exhibits and Schedules constitutes the sole and entire agreement of the Parties with respect to the subject matter of this Contract, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to the subject matter. In the event of any inconsistency between the statements in the body of this Contract, and the related Exhibits and Schedules, the statements in the body of this Contract shall control.

16. MERGER

This Contract incorporates all the Contracts, covenants and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements, and understandings have been merged into this written contract.

No prior Contract or understanding, oral or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Contract.

17. PENALTIES FOR VIOLATION OF LAW

NMSA 1978, Sections 13-1-28 through 13-1-199, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities, and kickbacks.

18. EQUAL OPPORTUNITY COMPLIANCE

The Contractor agrees to abide by all federal and state laws and rules and regulations, and Santa Fe City Code, pertaining to equal employment opportunity. In accordance with all such laws of the State of New Mexico, the Contractor assures that no person in the United States shall, on the grounds of race, religion, color, national origin, ancestry, sex, age, physical or mental handicap, or serious medical condition, spousal affiliation, sexual

orientation or gender identity, be excluded from employment with or participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity performed under this Contract. If Contractor is found not to be in compliance with these requirements during the life of this Contract, Contractor agrees to take appropriate steps to correct these deficiencies.

19. APPLICABLE LAW

The laws of the State of New Mexico shall govern this Contract, without giving effect to its choice of law provisions. Venue shall be proper only in a New Mexico court of competent jurisdiction in accordance with NMSA 1978, Section 38-3-2. By execution of this Contract, Contractor acknowledges and agrees to the jurisdiction of the courts of the State of New Mexico over any and all lawsuits arising under or out of any term of this Contract.

20. WORKERS' COMPENSATION

The Contractor agrees to comply with state laws and rules applicable to workers compensation benefits for its employees. If the Contractor fails to comply with the Workers Compensation Act and applicable rules when required to do so, this Contract may be terminated by the City.

21. PROFESSIONAL LIABILITY INSURANCE

Contractor shall maintain professional liability insurance throughout the term of this Contract providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Contract.

22. OTHER INSURANCE

Contractor shall maintain professional liability insurance throughout the term of this Contract providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Contract.

22.1. COMMERCIAL GENERAL LIABILITY

Insurance shall be written on an occurrence basis and be as broad as ISO Form CG 00 01 with limits not less than \$2,000,000 per occurrence and \$2,000,000 in the aggregate for claims against bodily injury, personal and advertising injury, and property damage. Said policy shall include broad form Contractual Liability coverage and be endorsed to name the City of Santa Fe their officials, officers, employees, and agents as additional insureds.

22.2. BROADER COVERAGE AND LIMITS

The insurance requirements under this Contract shall be the greater of (1) the minimum coverage and limits specified in this Contract, or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the Named Insured. It is agreed that these insurance requirements shall not in any way act to reduce coverage that is broader or that includes higher limits than the minimums required herein. No representation is made that the minimum insurance requirements of this Contract are sufficient to cover the obligations of Contractor hereunder.

Contractor shall maintain the above insurance for the term of this Contract and name the City as an additional insured and provide for 30 days cancellation notice on any Certificate of Insurance form furnished by Contractor. Such certificate shall also specifically state the coverage provided under the policy is primary over any other valid and collectible insurance and provide a waiver of subrogation.

23. RECORDS AND FINANCIAL AUDIT

The Contractor shall maintain detailed time and expenditure records that indicate the date; time, nature and cost of services rendered during the Contract's term and effect and retain them for a period of three (3) years from the date of final payment under this Contract. The records shall be subject to inspection by the City. The City shall have the right to audit billings both before and after payment. Payment under this Contract shall not foreclose the right of the City to recover excessive or illegal payments.

24. INDEMNIFICATION

The Contractor shall defend, indemnify and hold harmless the City from all actions, proceeding, claims, demands, costs, damages, attorneys' fees and all other liabilities and expenses of any kind from any source which may arise out of the performance of this Contract, caused by the negligent act or failure to act of the Contractor, its officers, employees, servants, subcontractors or agents, or if caused by the actions of any client of the Contractor resulting in injury or damage to persons or property during the time when the Contractor or any officer, agent, employee, servant or subcontractor thereof has or is performing services pursuant to this Contract. If any action, suit or proceeding related to the services performed by the Contractor or any officer, agent, employee, servant or subcontractor under this Contract is brought against the Contractor, the Contractor shall, as soon as practicable but no later than two (2) days after it receives notice thereof, notify the legal counsel of the City.

25. NEW MEXICO TORT CLAIMS ACT

Any liability incurred by the City of Santa Fe in connection with this Contract is subject to the immunities and limitations of the New Mexico Tort Claims Act, NMSA 1978, Section 41-4-1, et. seq., as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any limitation of liability pursuant to law. No provision in this Contract modifies or waives any provision of the New Mexico Tort Claims Act.

26. INVALID TERM OR CONDITION

If any term or condition of this Contract shall be held invalid or unenforceable, the remainder of this Contract shall not be affected and shall be valid and enforceable.

27. ENFORCEMENT OF CONTRACT

A party's failure to require strict performance of any provision of this Contract shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Contract shall be effective unless express and in writing, and no effective waiver by a party of any of its rights shall be effective to waive any other rights.

28. NOTICES

Any notice required to be given to either party by this Contract shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

<p><u>To the City:</u> Chief Procurement Officer purchasing@santafenm.gov PO Box 909 Santa Fe, NM 87504-0909</p>	<p>Randy Randall TSF Executive Director 201 West Marcy St. Santa Fe, NM 87501 rrandall@santafenm.gov 505-955-6209</p>	<p><u>To the Contractor:</u> SWAIA Jamie Schulze, ED PO Box 969 Santa Fe, NM 87504 jschulze@swaia.org 505-983-5220</p>
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29. AUTHORITY

If Contractor is other than a natural person, the individual(s) signing this Contract on behalf of Contractor represents and warrants that he or she has the power and authority to bind Contractor, and that no further action, resolution, or approval from Contractor is necessary to enter a binding contract.

30. NON-COLLUSION

In signing this Contract, the Contractor certifies the Contractor has not, either directly or indirectly, entered into action in restraint of free competitive bidding in connection with this offer submitted to the City’s Chief Procurement Officer.

31. DEFAULT/BREACH

In case of Default and/or Breach by the Contractor, for any reason whatsoever, the City may procure the goods or services from another source and hold the Contractor responsible for any resulting excess costs and/or damages, including but not limited to, direct damages, indirect damages, consequential damages, special damages, and the City may also seek all other remedies under the terms of this Contract and under law or equity.

32. EQUITABLE REMEDIES

The Contractor acknowledges that its failure to comply with any provision of this Contract will cause the City irrevocable harm and that a remedy at law for such a failure would be an inadequate remedy for the City, and the Contractor consents to the City’s obtaining from a court of competent jurisdiction, specific performance, or injunction, or any other equitable relief in order to enforce such compliance. The City’s rights to obtain equitable relief pursuant to this Contract shall be in addition to, and not in lieu of, any other remedy that the City may have under applicable law, including, but not limited to, monetary damages.

33. DEFAULT AND FORCE MAJEURE

The City reserves the right to cancel all, or any part of any orders placed under this Contract without cost to the City, if the Contractor fails to meet the provisions of this Contract and, except as otherwise provided herein, to hold the Contractor liable for any excess cost occasioned by the City due to the Contractor's default. The Contractor shall not be liable for any excess costs if failure to perform the order arises out of causes beyond the control and without the fault or negligence of the Contractor; such causes include, but are not restricted to, acts of God or the public enemy, acts of the State or Federal Government, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, unusually severe weather and defaults of subcontractors due to any of the above, unless the City shall determine that the supplies or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the Contractor to meet the required delivery

scheduled. The rights and remedies of the City provided in this Clause shall not be exclusive and are in addition to any other rights now being provided by law or under this Contract.

IN WITNESS WHEREOF, the Parties have executed this Contract as of the date of the signature by the required approval authorities below.

CITY OF SANTA FE:

CONTRACTOR:

01/15/2026 _____

Jamie Schulze _____

BRIAN MOYA _____

JAMIE SCHULZE, EXECUTIVE DIRECTOR

CITY MANAGER

DATE: Jan 5, 2026 _____

NMBTIN: _____

ATTEST:

[Signature] _____

GERALYN CARDENAS, INTERIM CITY CLERK 

Approved to form and legal sufficiency by:

Ruby Crews
Ruby Crews (Jan 5, 2026 15:08:25 MST) _____

RUBY CREWS, ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

01/15/2026 _____

BRIAN MOYA _____

FINANCE DIRECTOR

From: DUTTON-LEYDA, TRAVIS K.
To: SPENCER, SHIRLEY J.; Purchasing DET
Cc: RANDALL, RANDY
Subject: RE: OTAB Contracts
Date: Friday, October 24, 2025 5:11:51 PM
Attachments: image001.png

Greetings,

This determination classifies the scope of work as *Professional Services*. It pertains solely to this classification and does not assess whether the scope of work or procurement method complies with all applicable legal standards. I reserve the right to revise this determination should there be any changes to the scope of work from what was originally submitted. The procurement process must adhere to the policies and procedures outlined by the City of Santa Fe, Central Purchasing, the Procurement Manual, and all relevant state statutes.

Please note:

- Save this email as a PDF and upload it into the corresponding Munis records.
- Check with WorkQuest dba Horizons of New Mexico (vendor # 8673) (mloehman@horizonsofnewmexico.org) *if* this service appears on their approved list.
- If your request includes anything that needs to be reviewed and preapproved by another City Department/Division, please send the same SOW to the corresponding email address and include their response in your packet/Munis.
 - Treasury (Point of Sale Systems) – questions: drsena@santafenm.gov; clromero@santafenm.gov. Request signature from: clromero@santafenm.gov
 - IT components (everything IT) – questions: ereview@santafenm.gov. Request signature from: edcandelaria@santafenm.gov; Copy: zxdushdurova@santafenm.gov; lenobes@santafenm.gov; lfworstell@santafenm.gov
 - Vehicles – questions: fleet@santafenm.gov. Request signature from: dmjaramillo@santafenm.gov
 - Grants – questions: grants@santafenm.gov. Request signature from: evlujan@santafenm.gov
 - Construction, Facilities, Furniture, Fixtures, Equipment, etc. – questions: fmdreview@santafenm.gov. Request signature from: jsburnett@santafenm.gov
 - Emergency Related Purchases – questions oem@santafenm.gov and. Request signature from: klmorgan@santafenm.gov
 - Asset over \$5k – questions: accountspayable@santafenm.gov. Request signature from: jxbolden@santafenm.gov
- Ensure that the current and appropriate templates and forms are used, they can be found on the intranet https://intranet.santafenm.gov/finance_1 and OpenGov: <https://procurement.opengov.com/governments/1784201/projects> and documented [procedures/laws/rules](#) are followed.
- When processing this procurement, please ensure the procurement number issued by

Munis and the procurement name are used in the appropriate documents and the subject of emails.

- If you are processing a procurement where the forecasted amount is => \$60k, per NMSA 1978, Section 13-1-117.1, if you aren't using a cooperative or existing contract, you must process an RFP.
- < \$20k per year, one quote is acceptable.
- From \$20k to \$60k per year, if you aren't using a cooperative or existing contract, you must provide 3 quotes in your req. Must use the Munis Bid Module, OpenGov, or Pavilion.
- **Identify your funding source and notify Purchasing.**
It's essential to determine the funding source early, as it impacts the required documentation and contract language. For example, if federal funds are being used, specific federal provisions must be included in both the procurement request and the resulting contract. Notifying Purchasing of the funding source upfront ensures compliance and avoids delays.
- Follow the link below to review existing price agreements, contracts, or cooperative agreements that might be applicable to this request. You might be able to use an existing price agreement/contract to save time and money.
 - Pavilion: Free Cooperative Contract Search for Governments (please work with Purchasing if you think you find an existing or cooperative contract that might work)
- Submit via **Submit Purchase Requests** or the appropriate email address:
 - Determination requests to purchasing_det@santafenm.gov
 - All other requests to purchasing@santafenm.gov

Thank you for submitting this scope of work for my review.

 [Book time to meet with me](#)

Regards,

Travis Dutton-Leyda, City of Santa Fe Chief Procurement Officer
200 Lincoln Avenue
Santa Fe, NM 87501
505-629-8351
tkduttonleyda@santafenm.gov

Vendor Registration Sites and Current Procurement Opportunities:

[Current for Finances Only] <https://santafenm.munisselfservice.com/vss/>

[We Are Live With OpenGov] <https://procurement.opengov.com/portal/santafenm>

[Current] <https://www.withpavilion.com/>

Internal Link: https://intranet.santafenm.gov/central_purchasing_division_cpd



CITY OF SANTA FE
FINANCE

"A journey of a thousand miles begins with a single step" ~ Lao Tzu

From: SPENCER, SHIRLEY J. <sjspencer@santafenm.gov>
Sent: Friday, October 24, 2025 11:14 AM
To: DUTTON-LEYDA, TRAVIS K. <tkduttonleyda@santafenm.gov>; Purchasing DET <purchasing_det@santafenm.gov>
Cc: RANDALL, RANDY <rrandall@santafenm.gov>
Subject: FW: OTAB Contracts

Hi Travis,
Following up on this determination.....
Thanks!

Shirley

From: SPENCER, SHIRLEY J.
Sent: Monday, October 20, 2025 1:48 PM
To: DUTTON-LEYDA, TRAVIS K. <tkduttonleyda@santafenm.gov>; Purchasing DET <purchasing_det@santafenm.gov>
Cc: RANDALL, RANDY <rrandall@santafenm.gov>
Subject: OTAB Contracts

Hi Travis,

I need a determination for FY26 OTAB Grant contracts that happen every year. Can I use the same determination from prior years? See attached.

We have a total of 8 – each between 5k – 40K so they will be small purchases as the procurement method

Here is the scope of work for all contracts:

The Contractor shall provide the following services-for the City:

- A. The Contractor shall manage the promotion, all advertisements including, social media of event: ("Event").
- B. Contractor shall develop a concept and design a brochure for event including all project materials, printing and distributing of the brochure, obtaining best prices.

- c. Contractor may subcontract with a third party to manage the event. Fifty percent of the cost of this contract will be reimbursed to a maximum of \$4,000.
- d. Contractor shall provide periodic reports to the Occupancy Tax Advisory Board (OTAB), at least quarterly listing the expenditures for those periods. Funds provided to the Contractor shall be maintained in a separate account established for that purpose and shall not be commingled with any other money.

Thanks!

Shirley Spencer
Administrative Manager
TOURISM Santa Fe
505-955-6208



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/19/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Daniels Insurance, Inc.-Santa Fe 805 St. Michaels Drive Santa Fe NM 87502	CONTACT NAME: Michael Latting PHONE (A/C, No, Ext): (505) 982-4302 FAX (A/C, No): (505) 989-9186 E-MAIL ADDRESS: rturnipseed@danielsinsuranceinc.com													
	<table border="1"> <thead> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A: Vigilant Insurance Company</td> <td>20397</td> </tr> <tr> <td>INSURER B: Federal Insurance Company</td> <td>20281</td> </tr> <tr> <td>INSURER C: Markel American Insurance Comp</td> <td>28932</td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </tbody> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Vigilant Insurance Company	20397	INSURER B: Federal Insurance Company	20281	INSURER C: Markel American Insurance Comp	28932	INSURER D:		INSURER E:		INSURER F:
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INSURED Southwestern Association for Indian Arts, Inc. PO Box 969 Santa Fe NM 87504-0969														

COVERAGES RT **CERTIFICATE NUMBER:** Cert ID 39815 (37) **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
B	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:			3590-78-80 WUC	03/28/2025	03/28/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ Included Empl Benefits Liab \$ 1,000,000
C	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			(25)7356-35-66	03/28/2025	03/28/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
C	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			7987-69-94	03/28/2025	03/28/2026	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			AWC0009559-06	05/01/2025	05/01/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
B	Property - Commercial			3590-78-80 WUC	03/28/2025	03/28/2026	\$ \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 General liability policy contain a Blanket Additional Insured provision that establishes the scope of Additional Insured coverage granted to the Certificate Holder. City of Santa Fe is named additional insured.

Event: SWAIA Native Fashion Week. Event is all City of Santa Fe Parks. 05/09/2026 - 05/13/2026.

CERTIFICATE HOLDER City of Santa Fe PO BOX 909 Santa Fe NM 87504	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2012-70

INTRODUCED BY:

Councilor Wurzburger
Councilor Ives

A RESOLUTION

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

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

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

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

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

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

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

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

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

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

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

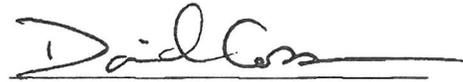
20 **BE IT FURTHER RESOLVED** that prior to the implementation of the plan outlined in this
21 resolution, staff shall:

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

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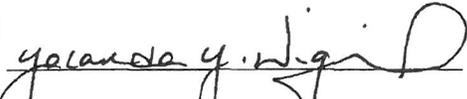
from the CVB Director, any input received from the private sector and
correspondence between City staff and County staff ensuring that the City and
County are working jointly on the plan and the implementation of the plan shall be
presented to the Finance Committee for approval.

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

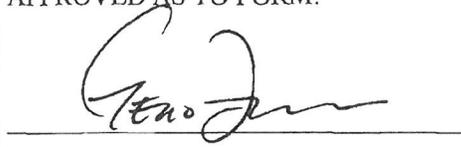


DAVID COSS, MAYOR

ATTEST:


YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:


GENO ZAMORA, CITY ATTORNEY

City of Santa Fe
Occupancy Tax Advisory Board (OTAB)

PROCEDURES & APPLICATION FOR OCCUPANCY TAX
FUNDING ASSISTANCE FOR SPECIAL EVENTS

1. To acquire Occupancy Tax Funding Assistance please complete the attached application. Funding is for 2026.
2. Our address is:
OTAB. c/o TOURISM Santa Fe
201 West Marcy Street
Santa Fe, New Mexico 87501
3. Our office hours are 8:00 a.m.-5:00 p.m., Monday through Friday, except holidays.
4. The purpose of the OTAB funding program is to support marketing efforts of third party non-profit organizational efforts to: 1) Directly increase tourism through new, multi-year events or the expansion of existing multi-year events; 2) fund non-profit efforts to increase the awareness of Santa Fe as a desirable tourism destination by providing non-marketing funding to help build public relations worthy events and activities that provide the potential for high visibility regional and national press exposure that does not, in and of themselves, create significant or immediate direct tourism expansion; 3) fund first time meeting events sponsored by a Santa Fe non-profit organization. Specific funding levels and restrictions are outlined in section 16 for this type of application.
5. Below are the policies of the Occupancy Tax Funding Assistance application for your review. Please read them carefully BEFORE completing the Occupancy Tax Funding Assistance Application. Failure to comply with any of these requests may result in your application not being considered or denied. If you have any questions about the application, you may contact **Shirley Spencer at TOURISM Santa Fe, 505-955-6208 or at sjspencer@santafenm.gov**.

Resolution 2012-70 sets forward the desires of the Governing Body with regard to OTAB grants and directs City staff to fund new, emerging or expanded events each year, for a maximum of three years. The criteria for such events shall include, at a minimum:

- The proposed event ideally shall take place in the shoulder season, outside of the high season months of May through October and holidays. Evaluation takes into consideration the proposed time of the event, days of the week, other events on the calendar and size of proposed event.
- Events during the busier months of the year can be considered, however they will not be given as strong a rating as a comparable event in a shoulder season timeframe. The key is to plan the event for when Santa Fe needs more visitors and not when visitors are already coming to Santa Fe and when lodging is at capacity.
- Funding and planning of the events shall be public/private partnerships that seek to attract tourists younger than 56 that are on message with Santa Fe's overall marketing of The City Different and its "Uncover Your Different" efforts, as demonstrated by TOURISM Santa Fe.
- The events shall exhibit potential to build regional or national excitement, recognition of happenings and brand assets that support creative and cultural tourism in Santa Fe, including but not limited to culture, art, history, food, natural beauty and outdoor activities. Ideally the event that is being proposed should be 4 months out to ensure significant planning time.
- All marketing must be designed to attract overnight stays in lodging facilities and must be targeted to markets more than 100-miles away.

- OTAB funds should not be used to supplement fundraising efforts or goals.
6. Activities shall be integrated with other local tourism related businesses and organizations and demonstrate sustainability beyond the funded period. The organization applying must have an IRS determined non-profit corporation status with a tax identification number or umbrella under a fiscal agent on file. If applicable, a letter from the fiscal agent under which the organization umbrellas must be submitted along with the application and the following qualifying documents:
- a. **Copy of current Business License**
 - b. **New Mexico State Gross Receipts-Withholding Certificate (CRS-1)**
 - c. **Copy of IRS determination letter acknowledging non-profit status**
 - d. **Proof of Insurance (COI) naming the City of Santa Fe as additionally insured**
7. Please submit the Occupancy Tax Funding Assistance application, your current organization budget and event budget, along with nine (9) copies (mailed or delivered) to the attention of the OTAB Administrator at the above stated address for review.

The application is to be completed and submitted, including all attachments, by Friday, September 19, 2025 at 5pm. An oral presentation may be required at a meeting of the grant review panel in October/November before final selections are made. Any applicants failing to submit their application by the scheduled date and time will be required to wait until the next funding cycle to submit a funding request. Grants are awarded annually unless funds are either not used by a grantee or all funds are not awarded at which time a process may reoccur at the discretion of the OTAB, which could include consideration of individual requests, or issue funds to a second tier of applicants.

Applications will be collected and reviewed during the applications cycle. If your application is deemed to meet the criteria with a minimum written evaluation of 30 points, you may be invited to attend an OTAB Grant Review Panel Meeting, to make a presentation. The Grant Review Panel (conflict of interest free) will review the applications/ presentations and may ask questions and discuss the merits of the event with the applicants. Total interview time will not exceed 45 minutes. All OTAB meetings including the Grant Review Meeting are conducted in compliance with the New Mexico Open Meetings Act.

8. Applications will be scored and ranked for funding recommendations by the panel. If the panel consists of a majority of the OTAB members, it will finalize a decision at the meeting. If it does not have a majority, the recommendations will be forwarded to OTAB for a final vote at its next monthly meeting or at a special meeting called to review and approve the recommendations.

EVALUATION CRITERIA – WRITTEN – 60 POSSIBLE POINTS

- a. **Section 1 – Overall Proposal Concept – Maximum Points Possible: 20**
- b. **Section 2 – Marketing Plans – Maximum Points Possible: 15**
- c. **Section 3 – Partnerships - Maximum Points Possible: 5**
- d. **Section 4 - Financial Capability – Maximum Points Possible: 10**
- e. **Section 5 – Outcome and Follow through - Maximum Points Possible: 10**
- f. **Section 6 – Formatting – The evaluator may deduct up to 5 points**

EVALUATION CRITERIA – ORAL – 40 POSSIBLE POINTS

- g. **Concept & Creativity – Maximum Points Possible: 15**
- h. **Value & Impact - Maximum Points Possible: 15**
- i. **Comprehensive Approach and Readiness – Maximum Points Possible: 10**

Total Possible Points: 100 Points

SCORING

The proposal process can be a two-part: a written proposal then an oral presentation. Both parts of the process must be completed, if oral presentations are called, to be considered for funding. The written part is worth 60 points. Applicants scoring less than 30 points in the written evaluation will not have an opportunity to be funded.

9. If the OTAB declines funding an application, the applicant may request that the OTAB Administrator place that item on a subsequent OTAB monthly meeting agenda for further clarification. The Chairman of OTAB approves all requested agenda items for the meeting.
10. If the applicant's request is approved by the OTAB, the OTAB Administrator will then draft a contract of services. This may require the applicant and the Administrator to work together. Due to the time needed for processing the contract, it is very important that the applicant cooperate with OTAB Administrator throughout this process.
11. After the City has approved the contract and the contract is fully executed, a purchase order will be created. The OTAB Administrator will require an invoice upon completion of services for the event. Only those costs incurred after the contract is fully executed may be invoiced for payment. The invoice must include expenditure detail with paid invoices if the grant is for marketing reimbursement.

A **final report and presentation** to OTAB is also required as a part of the grant commitment.

12. Once the Contract has been executed it shall not be altered, changed, or amended except by a written notice to OTAB by the applicant. The OTAB will then hear the request for amendment at its next scheduled meeting and either approve or deny acceptance. If accepted an amendment to the Contract will then be prepared and presented to the City Manager for final approval and signatures.
13. All advertisements and promotional materials for the event must state, **"partial funding was granted by the City of Santa Fe Occupancy Tax" and have the Santa Fe Script logo and the Fly Santa Fe logo.**
14. The intent of funding special events from Occupancy Tax proceeds is to bring overnight visitors into Santa Fe and thus increase tourism for the City of Santa Fe. Events must only use Occupancy Tax funds for advertising, promotion, or marketing that targets an audience outside of a 100-mile radius of the City of Santa Fe. Thus, increasing the likelihood that those people drawn to the event by the marketing efforts will spend at least one night at a lodging establishment in Santa Fe. The City of License for broadcast media must be outside of a 100-mile radius of the City of Santa Fe. If an event needs to attract a significant amount of Santa Fe residents, then funds from sources other than OTAB must be used for local media purchases. For example, your advertising budget is \$6,000. OTAB awards your organization \$2,500. You would spend the OTAB funding amount (\$2,500) on a media beyond a 100-mile radius of Santa Fe to attract overnight visitors and your remaining advertising budget (\$3,500) on local media

Grants can also be awarded to support high visibility public relations events or activities, which provides seed development funding in support of a sustainable annual event that significantly increase Santa Fe's position as a cultural travel destination through press. The use of this funding has more flexibility such as event development and production and will be evaluated based on benefit from value of earned media. The contract for services for this type of event will be specific in the use of the OTAB funds.

15. OTAB has instituted the following step-down process for funding. No more than 3 years of total funding will be considered. The amounts stated are examples using maximum values.

- a. Year one funding \$40,000 (maximum potential funding)
- b. Year two funding \$30,000 with matching of at least \$15,000 for marketing
- c. Year three funding \$20,000 with other funding of at least \$22,500 for marketing
- d. Year four, no additional funding
 - e. **Second and third year funding does not require a separate application process, however, is not guaranteed. For consideration of funding, the applicant must file a post event report and present results to OTAB at a regular meeting. If oral presentations are called, 2nd or 3rd year applicants will be required to present.**

* For the 2026 funding cycle, there is \$150,000 available.

- 16. For a meeting event grant, the non-profit sponsoring the event must be located in Santa Fe City or County and the anticipated event must be planned to generate a minimum of 200 room nights. An event must not include a weekend unless it is an extension of the main part of the event. Weekend nights cannot be included in the calculation of room nights generated. Meeting events can receive two years of funding, \$5,000 in the first year and \$3,000 in year two. Year two will only be funded if the meeting generates the required number of room nights.
- 17. The Contractor must maintain adequate liability insurance in at least the amount stated in the New Mexico Tort Claims Act. A certificate of insurance must be provided by the Contractor's insurance carrier with the City of Santa Fe named as an additional insured. It is the sole responsibility of the Contractor to comply with the law.
- 18. Contractor agrees to defend, indemnify and hold harmless the City of Santa Fe, OTAB members, and TOURISM Santa Fe for all losses, damages, claims or judgment, execution, actions or demands whatsoever resulting from the Contractee's actions or inactions as a result of the event.
- 19. All reimbursement information must be categorized per City of Santa Fe Professional Service Agreement approved budget.
 - a. Original invoices must be submitted for payment processing. (Copies of invoices will not be accepted.) Invoices must be dated and marked paid by the event after the signed agreement date.
 - b. Vendor statements will not be accepted instead of original invoices.
 - c. Copy of cancelled checks (front & back) or signed credit card receipts must accompany invoices as proof of payment.
 - d. Copies/clippings of flyers, banners, advertisements (radio, TV, newspaper, magazine, etc.) must accompany each vendor-related invoice.
 - e. Progress payments will be accepted.

Note: **Keep in mind that your Professional Service Agreement with the City is a dated contract and invoices cannot be paid if received after your contract has expired.**

- 20. After the event, a post-event written report must be submitted to the OTAB within 90 days. Contractor will then be scheduled to make a ten-minute (10) verbal presentation at the next regularly scheduled meeting of OTAB. The report must include: **1) a post-event explanation of expenditures and revenues with a complete event budget. 2) a descriptive breakdown of how the event directly produced tourism revenue, (e.g. number of attendees, participants, number of room nights used in local hotels/motels), and 3) an estimate of economic impact other than hotel room nights 4) plan for next year's event.**

Acknowledgement:

Please sign below acknowledging that you have read and fully understand the preceding document—*Procedures & Application for Occupancy Tax Funding Assistance for Special Events.*

J. Scholtz

Applicant's Signature

Foundera & Creative Director

Title/Position

Thursday, September 18th, 2025

Date

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

APPLICANT INFORMATION

Applicant Organization: *SWAIA presents* Native Fashion Week Santa Fe

Contact Information:

Email: jschulze@svaia.org

Website: svaia.org

Phone: (505) 983-5220

Address: PO Box 969, Santa Fe, NM. 87504

Event Details:

Event Name: Native Fashion Week Santa Fe 2026

Proposed Event Dates: May 7-10, 2026 (Thursday-Sunday)

Requested Amount: \$40,000

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

Vision Statement

NFWSF serves as the premier global platform for Indigenous fashion, establishing Santa Fe as the definitive Indigenous fashion world capital. NFWSF combines authentic cultural storytelling with world-class fashion production to create sustainable economic opportunities for Native designers and models. Led by visionary Amber-Dawn Bear Robe (Siksika Nation), an internationally recognized curator with dual M.A.s in Art History and American Indian Studies and recipient of the 2023 Canadian Arts & Fashion Changemaker Award. NFWSF centers Indigenous voices, ensuring authorship, ownership, and creative sovereignty remain in Native hands. Beyond the runway, NFWSF is looking to build permanent infrastructure through mentorship programs, youth fellowships, cultural workshops, business accelerators, and a Native fashion archive preserving what is sacred while investing in what's next. This work not only strengthens Santa Fe's position as a global cultural capital, but also creates an economic blueprint for Indigenous communities across North America.

Event Innovation & Uniqueness

Railyard Activation

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

The 2026 event will feature Santa Fe Railyard Indigenous runway shows and activation, building on the successful inaugural year of May 2025. By taking place in early May, 7-10, Native Fashion Week Santa Fe strategically extends the shoulder season, attracting new visitors and national attention before peak summer tourism begins.

Multi-Venue Integration: The event utilizes multiple Railyard venues for the Native fashion programming, panels and pop-up shops. Venues include Nuckolls Brewer, Water Tower Plaza, Sky Cinema, Railyard Park, local galleries, and Warehouse 21 for various elements.

All-Weekend Activations: The Railyard will feature continuous programming including a Designer Retail Hub marketplace, Projection Art with nightly large-scale LED projections mapped onto warehouse walls and Railyard businesses, Instagrammable installations, Fashion Film Loop screenings and food vendors throughout the district.

Outdoor Red Carpet Programming: The main runway shows will feature outdoor red carpet arrivals with press coverage for celebrities, designers, and models.

Livestream Capabilities: Main runway shows will be livestreamed for broader reach, expanding media access beyond in-person attendance.

Unique Press Preview Experiences: Building on our inaugural historic train press preview that captured national fashion industry attention from Vogue, Forbes, and Council of Fashion Designers of America. We will continue to develop press preview experiences that set Santa Fe apart from other fashion cities.

Cultural Authenticity with Global Appeal

NFWSF represents the world's largest Indigenous-led fashion week infrastructure, creating authentic cultural experiences while appealing to international fashion industry standards and global audiences.

Professional Standards: The event features VIP ticketing, reserved seating, professional runway presentations, panel series with thought leaders, and comprehensive programming that meets fashion industry expectations while maintaining Indigenous cultural integrity.

Community Integration: Programming includes intergenerational elements like internships, mentorship pairings, and collaboration with local Railyard retailers.

Tourism Alignment

Target Demographics: NFWSF attracts visitors under the age of 56 such as:

- Fashion industry professionals (buyers, stylists, media)
- Actors, influencers, curators, writers, and Native communities

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

• Socially conscious consumers aligned with sustainable and ethical fashion

Out-of-state travelers (TX, CA, CO, AZ, IL, NY): Strong feeder markets seeking fresh cultural reasons to visit Santa Fe off-peak.

International cultural travelers (Canada, Germany, U.K.): Drawn by Santa Fe's global reputation, Indigenous communities, and NFWSF's unique Indigenous fashion platform and cultural experiences.

Arts & culture tourists: Already travel for museums and galleries, NFWSF adds high-profile fashion, design, and immersive experience

Affluent Millennials and Gen X (35–57): Core OTAB target with disposable income, motivated by NFWSF's VIP packages and premium access.

Creative professionals beyond fashion: Seek cross-disciplinary inspiration and networking, which NFWSF provides through panels and installations.

Luxury tourism market: Attracted to exclusive lounges, trunk shows, and red-carpet hospitality that NFWSF delivers with global cachet.

Cultural Tourism Impact: NFWSF generated a 42% increase in Santa Fe Railyard foot traffic during our inaugural year (164.5% increase over 2023), with attendees earning an average of \$10K more annually than typical New Mexico residents. 15% having bachelor's degrees or higher, and a median age of 43.8 years representing increased discretionary spending. The 2026 event featuring full Railyard activation is projected to grow attendance to by more than 5,000 to 12,000 and increase total economic impact to \$1.8M–\$2M for Santa Fe.

Strategic Timing:

NFWSF is scheduled for May 7–10, 2026, strategically timed at the tail end of Santa Fe's spring shoulder season. This represents optimal timing on the global fashion calendar, positioning Santa Fe within the international fashion industry schedule, maximizing participation from fashion professionals and ensuring maximum media coverage during a key period for international fashion week programming.

Hosting NFWSF in May expands Santa Fe's tourism base by drawing visitors earlier than the traditional June start of summer travel. Early May is lighter compared to the height of the summer arts calendar (July–August) and fall markets, when hotel occupancy reaches peak levels. Positioned after spring break but before Memorial Day weekend, NFWSF fills a lodging gap with incremental overnight stays while driving hotel reservations, restaurant bookings, shopping at locally owned businesses, and use of local services such as spas and salons as attendees prepare to show up and glow up in style for fashion week.

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

The 2025 median attendee age was 43.8, directly aligning with the City's goal of attracting visitors between 35 and 57. In addition, Millennials and Gen Z, the fast-growing travel markets with strong a preference for inclusive, culturally authentic, and BIPOC-led experiences, are drawn to NFWSF. Their presence introduces a younger, fashion-driven demographic with significant discretionary spending power to Santa Fe that would not otherwise travel at this time of year.

Unlike existing large-scale Santa Fe events such as Indian Market in August, International Folk Art Market in July, and Fiesta/Zozobra and Wine and Chile Fiesta in September, Native Fashion Week creates a new anchor cultural experience in a relatively underprogrammed period, strengthening Santa Fe's calendar while expanding its reach to new audiences.

PARTNERSHIPS

Strategic Partnership Portfolio

Cultural & Educational Institutions:

- Parsons School of Design for educational programming and student engagement
- Emily Carr University of Art & Design for student intern programs
- Institute of American Indian Arts for cultural authenticity and community connection
- The James Museum and The Textile Museum for cross-promotional opportunities
- Local Santa Fe Railyard galleries, museums and cultural spaces for programming integration
- Warehouse 21 for youth programming venue and community engagement activities
- School for Advanced Research for venue space
- Santa Fe International Folk Art Museum for high-end donor circle connections
- Textiles Museum of Canada for cross-promotional opportunities

Corporate & Brand Partners:

- KISWE for livestream production and global audience engagement
- Indigenous TV for live event coverage and Indigenous community engagement
- Sky Railway for in-kind support
- Robert Black Fashion
- Lumenscapes for AV services at Market Pavilion
- Constellation for TV livestreaming and security cameras
- Capital Computers for equipment and service discounts

Tourism & Community Partnerships:

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

- TOURISM Santa Fe for comprehensive visitor services integration and destination marketing collaboration
- Santa Fe Railyard District for venue infrastructure support and community activation
- Santa Fe Convention & Visitors Bureau for regional tourism promotion
- Santa Fe Film Institute, our fiscal sponsor
- Santa Fe.COM for promotion and marketing support

Media & Distribution Partners:

- Indigenous TV for live event coverage and Indigenous community engagement
- KISWE for international livestream coverage and global distribution
- Vogue (Christian Allaire) for ongoing editorial coverage and fashion industry credibility
- Freelance fashion media including Kate Nelson and Maria Manuela (ELLE, Fashionista contributors)
- Council of Fashion Designers of America (CFDA) for industry recognition and professional networking support
- Service95 (Dua Lipa) for celebrity endorsement and mainstream media crossover coverage
- Fashionista for digital fashion media coverage
- WWD for trade publication coverage
- The Santa Fe New Mexican for regional coverage
- Native Max Magazine for fashion activation
- New Mexico Rail Runner for promotional support

Community Integration Partners:

- The Railyard Community Corporation for neighborhood engagement and local business support
- Santa Fe Farmer's Market for community vendor integration, local producer showcases, and cultural marketplace activation
- Second Street Brewery for local brewing partner venue space and beverage service
- Nuckolls for event venue partnership and local business collaboration
- Water Tower Plaza for venue space and programming
- Sky Cinemas for screening venue for fashion films and educational programming

Beauty & Wellness Partners:

- Mathew Morris Salon for styling services
- Santa Fe Skin Institute for beauty services
- Davines Beauty + Sustainability for beauty products
- Los Poblanos for lavender spray products
- Johnny Was for gift bags

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

- Vacation Inc. products for gift bags

Food & Beverage Partners:

- Nuckolls Brewing for beverage service
- Second Street Brewery for beverage partnerships
- As Above So Below Distillery for fashion symposium beverages and trunk show hosting
- Milk of the Poppy for model and designer mixer events
- Henry and the Fish for catering
- Pinon Coffee for cold brew products
- State Farm Insurance for beverage donations
- Upper Crust Pizza for catering
- Box Car for back-of-house catering
- Dions for catering
- Starbucks for coffee service and gift bags
- Freshies Juice Truck for VIP lounge beverages

Retail & Trunk Show Venue Partners:

- As Above So Below for trunk show hosting
- Sukhmani for trunk show hosting
- Virgins, Saints & Angels for trunk show hosting
- Neoancient Collective for trunk show hosting
- Running Horse Studio for trunk show hosting
- form & concept for trunk show hosting
- Lust and Fond for trunk show hosting
- Collect SF for trunk show hosting
- Low Bar at Nuckolls Brewery for trunk show hosting
- Vladem Contemporary for an installation of works by designer Jontay Kahm.

Indigenous Designer & Artist Partners:

- Matagi Fine Art (Yavapai-Apache Nation) - jewelry
- byNEEKO (Navajo Nation) - jewelry
- Sleep Rock Company (Navajo Nation) - hats
- OXDX (Navajo Nation) - clothing
- Dineh & Company (Navajo Nation) - jewelry
- The Silver Artichoke (Navajo Nation) - jewelry
- Penny Singer (Navajo Nation) - clothing
- Beadwork by Mikailah (nimípuu) - beadwork

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

- Copper Canoe Woman - jewelry
- Relative Arts (Puyallup) - clothing
- Native Diva Creations (Blood Tribe of Southern Alberta) - clothing
- Arla Lucia (Seneca-Cayuga Nation of Oklahoma) - jewelry
- Ayimach_Horizons (Métis) - clothing
- Lesley Hampton (Anishinaabe) - clothing
- Running Horse Studio (Chickasaw Nation) - clothing
- T.O.C. Legends (Musgamakw Dzawada'enuxw/Tlingit/Haida/Squamish) - clothing
- Original Landlords (Diné, Hopí, Akimel, and Tohono O'odham Nations) - clothing
- Products of My Environment X Son of Picasso (Navajo Nation) - clothing
- Pacha Indigenous Arts Collective (Kichwa) - clothing
- Ganvhida Designs (Eastern Band of Cherokee Indians) - clothing
- Nar rew ekar (Yurok) - clothing
- Ocean Kiana (Nishinaabe) - clothing
- Huckleberry Woman (Aquinnah Wampanoag/Haida) - jewelry
- Asep Designs (Navajo/Southern Ute) - jewelry
- Threads by Thea (Kahnawake Mohawk Territory) - clothing
- Dorothy Grant - clothing
- Thunder Voice Hat Co. - hats
- Apache Skateboards - clothing and accessories

Hospitality Partners:

- El Rey Court Hotel for accommodations
- The Lodge Hotel for accommodations
- Hotel Santa Fe for accommodations
- The Mystic Hotel for confirmed sponsor accommodations

Government & Community Sponsors:

- NDN Collective
- City of Santa Fe Arts & Culture
- Santa Fe County Economic Development
- Santa Fe County Tourism
- New Mexico Creative Industries Division
- Tesuque Casino
- Camelrock Studios

Private Sponsors:

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

- George Rodrigue Life & Legacy
- Parris & George RR Martin
- Lilla Chacon
- Bob and Vicki Midyett (Midyette Foundation)

FINANCIAL CAPABILITY

Revenue Diversification & Financial Stability

- Primary Revenue Streams:
- Event ticket sales (demonstrated sellout capacity with 8,800 inaugural year visitors)
- Corporate sponsorship packages at multiple investment levels
- International livestream sales
- Trunk show vendor participation fees
- Merchandise sales and branded product development
- VIP experience packages and premium hospitality offerings

Proven Financial Performance

Inaugural year success demonstrates exceptional financial performance and market viability:

- Featured 600+ original looks (largest number at any U.S. fashion week ever)
- 100+ Indigenous models and 30+ designers showcased
- 8,800 visits over four days with 7,900 unique attendees
- 4,000+ visitors on peak attendance day (Saturday)
- 42% increase over previous year attendance, 164.5% increase over 2023 same period at the Railyard
- #1 event in Santa Fe within a 5 mile radius
- Complete sell-out of all ticketed programming
- Generated estimated \$1M–\$1.5M direct economic impact for Santa Fe including \$500K+ in hotel revenue from 500+ room nights at a \$200 ADR, \$250K–\$500K in restaurant and food vendor revenue, and \$100K–\$200K in direct retail and designer sales.
- Earned media value of nearly \$5M (\$4,955,917.01) through major fashion publication coverage
- International audience engagement through 2.2 million livestream viewers

2026 Budget Overview - please see the attached for detailed budget

***Please note: We have two anticipated budgets based on how much funds we can raise before the end of year.

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

Program & Event Production \$525,000

Designer & Model Support \$200,000

Education, Mentorship & Cultural Programming \$200,000

Marketing, Media & PR \$150,000

Staffing & Leadership \$250,000

Administration & Operations \$100,000

Total Organizational Budget 2026 (Year 2) **\$1,300,000**

OUTCOME AND FOLLOW THROUGH

Measurable Impact Goals & Success Metrics

Tourism Impact Objectives:

- Double inaugural year attendance from 8,800 visits/7,900 unique attendees through comprehensive full Railyard activation
- Continue attracting premium demographic profile (visitors earning \$10K+ more annually than typical New Mexico residents, 15% with bachelor's degrees or higher, median age 43.8 years)
- Increase direct economic impact from inaugural year's \$1M–1.5M to projected \$1.8M–2M for Santa Fe through expanded programming and extended visitor engagement
- Generate additional overnight lodging demand supporting Santa Fe hospitality sector
- Establish Santa Fe as internationally recognized Indigenous fashion capital

Cultural Impact Objectives:

- Showcase Indigenous designers through premium curation and global platform visibility
- Provide career advancement opportunities for Indigenous models through Bear Robe Models agency
- Deliver comprehensive educational programming promoting cultural awareness and authentic Indigenous narrative
- Create sustainable mentorship infrastructure supporting long-term Indigenous creative community development
- Preserve and celebrate Indigenous fashion traditions while fostering contemporary innovation

Media Impact Objectives:

Expand earned media value from nearly \$5M in the inaugural year to \$6.5M–\$7M by 2026 (Assumption: Full Railyard Activation and attendance grows to 12,000).

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

Leverage existing reach of 2.2 million Indigenous TV viewers and 180,000 social media impressions from 2025, with benchmarks for annual digital growth to double impressions by 2027.

Grow earned media value to \$10M–\$11M by 2030, driven by expanded attendance, repeat coverage in top outlets (Vogue Runway, Forbes, WWD, Fashionista, CFDA), integration into the international fashion calendar, participation by international designers, sponsorship growth, and expanded livestream and broadcast partnerships, and ongoing relationships with these outlets to ensure year-round Indigenous fashion visibility.

Translate visibility into tourism impact by connecting national and regional media exposure to measurable outcomes = overnight visitors traveling 100+ miles, increased hotel room nights, higher ADR, and new restaurant and retail revenue. Conservative estimates from 2026 through 2030 below:

- **2026** NFWSF Railyard Expansion Underway
(11k–12k attendees, \$6.5M–\$7M EMV)
Direct economic impact: \$1.8M–\$2M (up from \$1M–\$1.5M in 2025)
Hotel room nights: ~800–1,000 at ~\$210 ADR
- **2027**
(13k–14k attendees, \$7.5M–\$8.5M EMV)
Direct economic impact: \$2.2M–\$2.4M
Hotel nights: ~1,200 at ~\$215 ADR
- **2028** More measurable secondary spending in retail/spa/personal services as event sophistication grows.
(14k–15k attendees, \$8.5M–\$9.5M EMV)
Direct economic impact: \$2.5M–\$2.7M
Hotel nights: ~1,400 at ~\$220 ADR
- **2029** International designers/media add momentum and broader downtown/Railyard activation along with Spillover benefit which results in longer stays by out-of-region travelers
(15k–16k attendees, \$9.5M–\$11M EMV)
Direct economic impact: \$2.8M–\$3.0M
Hotel nights: ~1,600 at ~\$225 ADR
- **2030** With Tourism and media working in tandem, Santa Fe achieves full national/international recognition and is firmly branded the Indigenous fashion capital of the world
(16k–17k attendees, \$11M–\$12.5M EMV)
Direct economic impact: \$3.2M–\$3.5M
Hotel nights: ~1,800 at ~\$230 ADR

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

2026 Railyard Activation Underway

Attendance: 11k–12k (up from 7,900 in 2025)

Earned Media Value (EMV): \$6.5M–\$7M

Direct Economic Impact: \$1.8M–\$2M

Hotel Room Nights: ~800–1,000 at ~\$210 ADR

2027 Visibility increases repeat visitation and bolsters fashion tourism profile

Attendance: 13k–14k

EMV: \$7.5M–\$8.5M

Direct Economic Impact: \$2.2M–\$2.4M

Hotel Room Nights: ~1,200 at ~\$215 ADR

2028 More measurable secondary spending in retail/spa/personal services as event sophistication grows

Attendance: 14k–15k

EMV: \$8.5M–\$9.5M

Direct Economic Impact: \$2.5M–\$2.7M

Hotel Room Nights: ~1,400 at ~\$220 ADR

2029 International designers/media add momentum and broader downtown/Railyard activation along with Spillover benefit which results in longer stays by out-of-town travelers

Attendance: 15k–16k

EMV: \$9.5M–\$11M

Direct Economic Impact: \$2.8M–\$3M

Hotel Room Nights: ~1,600 at ~\$225 ADR

2030 With Tourism and media working in tandem, Santa Fe achieves full national/international recognition and is firmly branded the Indigenous fashion capital of the world

Attendance: 16k–17k

EMV: \$11M–\$12.5M

Direct Economic Impact: \$3.2M–\$3.5M

Hotel Room Nights: ~1,800 at ~\$230 ADR

Follow-Through Strategy & Long-Term Vision

Immediate Post-Event Evaluation (June 2026):

- Comprehensive visitor surveys measuring satisfaction, economic impact, and cultural engagement
- Professional media coverage value assessment and reach analysis

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION

ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

- Detailed participant feedback collection from designers, models, and cultural contributors
- Community impact measurement focusing on local business benefit and Indigenous economic empowerment
- Financial performance analysis and return on investment calculation

Year-Round Programming Development:

- Monthly designer spotlight campaigns maintaining audience engagement and supporting Indigenous creators
- Ongoing mentorship programs connecting established and emerging Indigenous designers
- Digital platform development for continuous Indigenous fashion marketplace and educational content

Legacy Building & Sustainable Impact:

- Individual designer career tracking and success measurement over 3-5 year periods
- Alumni network development creating ongoing professional support system
- Permanent cultural impact documentation through archives and educational resources
- Long-term economic development metrics tracking community benefit and growth
- Indigenous fashion industry infrastructure development supporting national and international expansion

Continuous Improvement & Innovation:

- Annual event enhancement based on comprehensive participant and attendee feedback
- Technology integration improvements enhancing accessibility and global reach
- Expanded accessibility and inclusion programming ensuring broad community participation
- Cultural preservation programming ensuring traditional knowledge transfer and protection

Success Metrics & Key Performance Indicators

Quantitative Metrics:

- Attendance: Target 11,000 -12,000 visits (conservative growth of 39–52% in unique attendance year-over-year) with maintained premium demographic profile
- Economic Impact: Achieve \$1.8M–2M direct economic impact for Santa Fe (up to 100% increase over inaugural year)
- Media Reach: Generate 4+ million total impressions across all media platforms and coverage
- Community Engagement: Engage 1,000+ local community members through workshops, volunteering, and cultural programming

Qualitative Metrics:

- Cultural Authenticity: Maintain 100% Indigenous leadership and cultural integrity in all programming
- Industry Recognition: Secure recognition from major fashion industry organizations and publications
- Educational Impact: Measure increased cultural awareness and understanding through pre/post event surveys

OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION

NATIVE FASHION WEEK SANTA FE 2026

- Community Satisfaction: Achieve 90%+ satisfaction rates from local community and Indigenous participants
- Long-term Career Impact: Track designer and model career advancement over multi-year periods

Annual Growth Trajectory:

- 2027 (Year 3): Target \$2.2M–\$2.4M economic impact with expanded international participation
- 2028 (Year 4): Target \$2.5M–\$2.7M economic impact with established global fashion industry integration
- 2029 (Year 5): Target \$2.8M–\$3M economic impact with major international fashion week recognition
- 2030+ (Year 6+): Target \$3.2M–\$3.5M annual economic impact with permanent Indigenous fashion infrastructure and global industry leadership

CONCLUSION

Native Fashion Week Santa Fe 2026 represents a transformational opportunity for Santa Fe tourism, building upon our proven inaugural year success featuring 600+ original looks (the largest number at any U.S. fashion week ever), 100+ Indigenous models, 30+ designers, and comprehensive community engagement. Our demonstrated track record (8,800 visitors over four days, 42% increase in Railyard foot traffic, \$1M–1.5M economic impact, nearly \$5M in earned media value), comprehensive marketing strategy targeting doubled attendance, strategic partnership portfolio, and commitment to sustainable cultural and economic development make this event an exceptional investment opportunity for OTAB funding.

The event directly advances TOURISM Santa Fe's strategic objectives by attracting high-value younger demographics, generating substantial overnight lodging demand, building national and international recognition through major fashion publication coverage, and positioning Santa Fe as a unique global cultural destination. Our strategic May timing maximizes fashion industry participation and global media attention, while our comprehensive full Railyard activation ensures maximum community economic impact and cultural celebration.

NFWSF represents more than an event. It is a movement establishing permanent Indigenous fashion infrastructure, creating sustainable economic opportunities for Indigenous communities, and honoring the Original Couturiers of America while building Santa Fe's reputation as the global capital of Indigenous fashion.

We respectfully request OTAB partnership in this groundbreaking cultural and economic development initiative, creating lasting benefits for Santa Fe's tourism industry, cultural landscape, and Indigenous communities while generating exceptional return on investment and establishing Santa Fe's position as an international fashion destination.

**OCCUPANCY TAX ADVISORY BOARD (OTAB) GRANT APPLICATION
ATTACHMENTS TO SUPPORT OTAB GRANT APPLICATION**

NATIVE FASHION WEEK SANTA FE 2026

Native Fashion Week Santa Fe Budget (FY25-27)

Overall Organizational Budget (3-Year View)

Category	2025 (Year 1)	2026 (Year 2)	2027 (Year 3)
Program & Event Production	\$500,000	\$525,000	\$525,000
Designer & Model Support	\$150,000	\$200,000	\$200,000
Education, Mentorship & Cultural Programming	\$100,000	\$200,000	\$200,000
Marketing, Media & PR	\$75,000	\$150,000	\$150,000
Staffing & Leadership	\$100,000	\$250,000	\$250,000
Administration & Operations	\$74,000	\$100,000	\$100,000
Total Organizational Budget	\$899,000	\$1,300,000	\$1,300,000

Marketing & PR Budget By Year

2025 (Year One – Total \$75,000)

Category	Budget	Notes
Public Relations Services	\$20,000	PR agency retainer, national press outreach, media kits
Digital Campaigns (Social, Search, Streaming)	\$15,000	Paid ads targeted to audiences 100+ miles from Santa Fe
Print Advertising	\$10,000	Regional/national fashion + culture magazines
Out-of-Market Radio/TV	\$5,000	Broadcast spots purchased outside 100-mile radius

Signage & Print Materials	\$7,000	Posters, postcards, brochures
Website, Newsletter, Hosting	\$3,000	Website maintenance, email campaigns
Content Creation (Photo/Video for Marketing)	\$15,000	Professional content to fuel ads & PR
Total Marketing/PR	\$75,000	OTAB Request: \$40,000; Match/Other Funds: \$35,000

2026 (Year Two – Total \$150,000)

Category	Budget	Notes
Public Relations Services	\$40,000	Expanded national/international PR firm <i>who</i> coverage
Digital Campaigns (Social, Search, Streaming)	\$30,000	National tourism targeting (fashion + culture audiences)
Print Advertising	\$20,000	National fashion/culture magazines + regional press
Out-of-Market Radio/TV	\$10,000	Extended broadcast campaign
Signage & Print Materials	\$15,000	Large-scale visibility campaign
Website, Newsletter, Hosting	\$5,000	Increased content, more robust outreach
Content Creation (Photo/Video for Marketing)	\$30,000	National media-quality production for campaigns
Influencer/Partnership Marketing	\$10,000	Travel/fashion influencers to drive tourism
Total Marketing/PR	\$150,000	OTAB Request: \$30,000^{40,000}; Required Match: \$15,000; Other Funding: \$105,000

2027 (Year Three – Total \$150,000)

Category	Budget	Notes
Public Relations Services	\$40,000	Continued national/international PR representation
Digital Campaigns (Social, Search, Streaming)	\$30,000	Ongoing digital advertising in target markets

Print Advertising	\$20,000	National fashion/culture magazines + regional press
Out-of-Market Radio/TV	\$10,000	Continued broadcast campaign
Signage & Print Materials	\$15,000	Posters, postcards, brochures
Website, Newsletter, Hosting	\$5,000	Ongoing updates and expanded reach
Content Creation (Photo/Video for Marketing)	\$30,000	Professional content for ongoing campaigns
Influencer/Partnership Marketing	\$10,000	Tourism and fashion influencers to drive attendance
Total Marketing/PR	\$150,000	OTAB Request: \$20,000^{30?}; Required Match: \$22,500; Other Funding: \$107,500

Year 4

20?

O.T.A.B Grants
Score Sheet

Reviewer: Complete page(s) and return by October 24 by _____ of day

Applicant SIDIA Reviewer R. BOYER

EVALUATION CRITERIA - WRITTEN - 50 POSSIBLE POINTS

a. Section 1 - Overall Proposal Concept -

Did the applicant write a brief synopsis (1/2 page) about the event including its purpose and goals? Was there an estimate of the economic impact to the city, for example: the number of people & hotel rooms it will sell; length of stay and from where guests will be coming? Was there detail on how this event will bring visitors between the ages of 35 and 57 to Santa Fe and support increased tourism in the off season?

Maximum Points Possible: 15. Score: 11

b. Section 2 - Marketing Plans -

Did the applicant provide a detailed marketing plan? Were media placements in appropriate markets? Did the applicant address "off season" preference?

Maximum Points Possible: 10. Score: 6

c. Section 3 - Partnerships -

Did the applicant take into consideration competing or leveraging of other events with overlapping dates?

Maximum Points Possible: 5. Score: 3

d. Section 4 - Financial Capacity -

Has the applicant applied for other grant funds? Did the applicant provide a detailed budget and do the financial allocations appear appropriate?

Maximum Points Possible: 10. Score: 2

e. Section 5 - Outcome and Follow through -

Did the applicant address whether they had received prior O.T.A. B. funding? Did the applicant provide what changes and or additions have been made to the event or the promotion of the event that has the potential of increasing the numbers of visitors to the City?

Maximum Points Possible: 10. Score: 1

f. Section 6 - Formatting -

Was the application well presented, easy to understand and readable?

The evaluator may deduct up to 5 points. Score: 3

Total Possible Points: 50

Total Score: 26

Upon completion email to grants@sfedemocrat.com

O.T.A.B Grants

O.T.A.B Grants
Score Sheet

Reviewer: Complete page one and return by October 24 by end of day

Applicant SWAIA Reviewer Carlos Medina

EVALUATION CRITERIA - WRITTEN - 50 POSSIBLE POINTS

a. Section 1 - Overall Proposal Concept -

Did the applicant write a brief synopsis (1/2 page) about the event including its purpose and goals? Was there an estimate of the economic impact to the city, for example: the number of people & hotel rooms it will sell; length of stay and from where guests will be coming? Was there detail on how this event will bring visitors between the ages of 35 and 57 to Santa Fe and support increased tourism in the off season?

Maximum Points Possible: 15. Score: 13

b. Section 2 - Marketing Plans -

Did the applicant provide a detailed marketing plan? Were media placements in appropriate markets? Did the applicant address "off season" preference?

Maximum Points Possible: 10. Score 8

c. Section 3 - Partnerships -

Did the applicant take into consideration competing or leveraging of other events with overlapping dates?

Maximum Points Possible: 5. Score: 4

d. Section 4 - Financial Capacity -

Has the applicant applied for other grant funds? Did the applicant provide a detailed budget and do the financial allocations appear appropriate?

Maximum Points Possible: 10. Score 8

e. Section 5 - Outcome and Follow through -

Did the applicant address whether they had received prior O.T.A. B. funding? Did the applicant provide what changes and or additions have been made to the event or the promotion of the event that has the potential of increasing the numbers of visitors to the City?

Maximum Points Possible: 10 Score 8

f. Section 6 - Formatting -

Was the application well presented, easy to understand and readable?

The evaluator may deduct up to 5 points. Score 4

Total Possible Points: 50

Total Score 45

Upon completion email to sispencer@santafenm.gov

O.T.A.B Grants

O.T.A.B Grants
Score Sheet

Reviewer: Complete page one and return by October 24 by end of day

Applicant SWALA Reviewer [Signature]

EVALUATION CRITERIA – WRITTEN – 50 POSSIBLE POINTS

a. • Section 1 – Overall Proposal Concept -

Did the applicant write a brief synopsis (1/2 page) about the event including its purpose and goals? Was there an estimate of the economic impact to the city, for example: the number of people & hotel rooms it will sell; length of stay and from where guests will be coming? Was there detail on how this event will bring visitors between the ages of 35 and 57 to Santa Fe and support increased tourism in the off season?

Maximum Points Possible: 15. Score: 10

b. • Section 2 – Marketing Plans –

Did the applicant provide a detailed marketing plan? Were media placements in appropriate markets? Did the applicant address "off season" preference?

Maximum Points Possible: 10. Score 5

c. • Section 3 – Partnerships –

Did the applicant take into consideration competing or leveraging of other events with overlapping dates?

Maximum Points Possible: 5. Score: 3

d. • Section 4 – Financial Capacity –

Has the applicant applied for other grant funds? Did the applicant provide a detailed budget and do the financial allocations appear appropriate?

Maximum Points Possible: 10. Score 5

e. • Section 5 – Outcome and Follow through –

Did the applicant address whether they had received prior O.T.A. B. funding? Did the applicant provide what changes and or additions have been made to the event or the promotion of the event that has the potential of increasing the numbers of visitors to the City?

Maximum Points Possible: 10 Score 8

f. • Section 6 – Formatting –

Was the application well presented, easy to understand and readable?

The evaluator may deduct up to 5 points. Score 5

Total Possible Points: 50

Total Score 36

Upon completion email to sispencer@santafenm.gov

30

O.T.A.B Grants

O.T.A.B Grants
Score Sheet

Reviewer: Complete page one and return by October 24, by end of day

Applicant SWAIA Reviewer Bonnie B.

EVALUATION CRITERIA - WRITTEN - 50 POSSIBLE POINTS

a. • Section 1 - Overall Proposal Concept -

Did the applicant write a brief synopsis (1/2 page) about the event including its purpose and goals? Was there an estimate of the economic impact to the city, for example: the number of people & hotel rooms it will sell; length of stay and from where guests will be coming? Was there detail on how this event will bring visitors between the ages of 35 and 57 to Santa Fe and support increased tourism in the off season?

Maximum Points Possible: 15. Score: 10

b. • Section 2 - Marketing Plans -

Did the applicant provide a detailed marketing plan? Were media placements in appropriate markets? Did the applicant address "off season" preference?

Maximum Points Possible: 10. Score 5

c. • Section 3 - Partnerships -

Did the applicant take into consideration competing or leveraging of other events with overlapping dates?

Maximum Points Possible: 5. Score: 4

d. • Section 4 - Financial Capacity -

Has the applicant applied for other grant funds? Did the applicant provide a detailed budget and do the financial allocations appear appropriate?

Maximum Points Possible: 10. Score 5

e. • Section 5 - Outcome and Follow through -

Did the applicant address whether they had received prior O.T.A. B. funding? Did the applicant provide what changes and or additions have been made to the event or the promotion of the event that has the potential of increasing the numbers of visitors to the City?

Maximum Points Possible: 10 Score 7

f. • Section 6 - Formatting -

Was the application well presented, easy to understand and readable?

The evaluator may deduct up to 5 points. Score -1

Total Possible Points: 50

Total Score 30

Upon completion email to info@otab.com

O.T.A.B Grants

Request: \$30,000

O.T.A.B Grants
Score Sheet

Reviewer: Complete page one and return by October 26 by end of day

Applicant SWAIA Reviewer Social Adventure

EVALUATION CRITERIA - WRITTEN - 50 POSSIBLE POINTS

a. Section 1 - Overall Proposal Concept -

Did the applicant write a brief synopsis (1/2 page) about the event including its purpose and goals? Was there an estimate of the economic impact to the city, for example: the number of people & hotel rooms it will sell; length of stay and from where guests will be coming? Was there detail on how this event will bring visitors between the ages of 35 and 57 to Santa Fe and support increased tourism in the off season?

Maximum Points Possible: 15. Score: 10

b. Section 2 - Marketing Plans -

Did the applicant provide a detailed marketing plan? Were media placements in appropriate markets? Did the applicant address "off season" preference?

Maximum Points Possible: 10. Score: 3

c. Section 3 - Partnerships -

Did the applicant take into consideration competing or leveraging of other events with overlapping dates?

Maximum Points Possible: 5. Score: 3

d. Section 4 - Financial Capacity -

Has the applicant applied for other grant funds? Did the applicant provide a detailed budget and do the financial allocations appear appropriate?

Maximum Points Possible: 10. Score: 5

e. Section 5 - Outcome and Follow through -

Did the applicant address whether they had received prior O.T.A. B. funding? Did the applicant provide what changes and or additions have been made to the event or the promotion of the event that has the potential of increasing the numbers of visitors to the City?

Maximum Points Possible: 10 Score: 5

f. Section 6 - Formatting -

Was the application well presented, easy to understand and readable?

The evaluator may deduct up to 3 points. Score: 0

Total Possible Points: 50

Total Score: 26

Upon completion, email to spencer@santafe.nm.gov

O.T.A.B Grants

O.T.A.B Grants
Score Sheet

Reviewer: Complete page one and return by October 24 by end of day

Applicant SW Assn. for Indian Arts Reviewer David A. Carr

EVALUATION CRITERIA - WRITTEN - 50 POSSIBLE POINTS

a. • Section 1 - Overall Proposal Concept -

Did the applicant write a brief synopsis (1/2 page) about the event including its purpose and goals? Was there an estimate of the economic impact to the city, for example: the number of people & hotel rooms it will sell; length of stay and from where guests will be coming? Was there detail on how this event will bring visitors between the ages of 35 and 57 to Santo Fe and support increased tourism in the off season?

Maximum Points Possible: 15. Score: 10

b. • Section 2 - Marketing Plans -

Did the applicant provide a detailed marketing plan? Were media placements in appropriate markets? Did the applicant address "off season" preference?

Maximum Points Possible: 10. Score: 5

c. • Section 3 - Partnerships -

Did the applicant take into consideration competing or leveraging of other events with overlapping dates?

Maximum Points Possible: 5. Score: —

d. • Section 4 - Financial Capacity -

Has the applicant applied for other grant funds? Did the applicant provide a detailed budget and do the financial allocations appear appropriate?

Maximum Points Possible: 10. Score: 3

e. • Section 5 - Outcome and Follow through -

Did the applicant address whether they had received prior O.T.A. B. funding? Did the applicant provide what changes and or additions have been made to the event or the promotion of the event that has the potential of increasing the numbers of visitors to the City?

Maximum Points Possible: 10 Score: 5

f. • Section 6 - Formatting -

Was the application well presented, easy to understand and readable?

The evaluator may deduct up to 5 points. Score: 0

Total Possible Points: 50

Total Score: 23

Upon completion email to sjspencer@santafenm.gov

O.T.A.B Grants

O.T.A.B Grants
Score Sheet

Reviewer: Complete page one and return by October 24, 2023, by end of day

Applicant SWAF NA FASHION WEEK Reviewer RANDY RANDALL

EVALUATION CRITERIA - WRITTEN - 50 POSSIBLE POINTS

a. • Section 1 - Overall Proposal Concept -

Did the applicant write a brief synopsis (1/2 page) about the event including its purpose and goals? Was there an estimate of the economic impact to the city, for example: the number of people & hotel rooms it will sell; length of stay and from where guests will be coming? Was there detail on how this event will bring visitors between the ages of 35 and 57 to Santa Fe and support increased tourism in the off season?

Maximum Points Possible: 15. Score: 15

b. • Section 2 - Marketing Plans -

Did the applicant provide a detailed marketing plan? Were media placements in appropriate markets? Did the applicant address "off season" preference?

Maximum Points Possible: 10. Score 10

c. • Section 3 - Partnerships -

Did the applicant take into consideration competing or leveraging of other events with overlapping dates?

Maximum Points Possible: 5. Score: 0

d. • Section 4 - Financial Capacity -

Has the applicant applied for other grant funds? Did the applicant provide a detailed budget and do the financial allocations appear appropriate?

Maximum Points Possible: 10. Score 0

e. • Section 5 - Outcome and Follow through -

Did the applicant address whether they had received prior O.T.A. B. funding? Did the applicant provide what changes and or additions have been made to the event or the promotion of the event that has the potential of increasing the numbers of visitors to the City?

Maximum Points Possible: 10 Score 10

f. • Section 6 - Formatting -

Was the application well presented, easy to understand and readable?

The evaluator may deduct up to 5 points. Score 0

Total Possible Points: 50

Total Score 35

Upon completion email to sjspencer@santafenm.gov

O.T.A.B Grants

Score Sheet

To be completed at time of presentations on October 27

Applicant SWAIR Reviewer KOBY TR AUDREY RUSWITETA

EVALUATION CRITERIA - ORAL - 50 POSSIBLE POINTS

g. • Concept & Creativity -

Did the presentation demonstrate a well thought out event? Based on the presentation, would the event likely be a draw for visitors to Santa Fe between the ages of 35 - 56? Is the event particularly reflective of Santa Fe or does it address a newness and uniqueness that will stand out from other destinations? Did the presentation demonstrate particularly creative ways of engaging its audience? Were the marketing plans demonstrative of creative uses of media or partnerships?

Maximum Points Possible: 20. Score 18

h. • Value & Impact -

Did the presentation convince you that the event will draw visitors to Santa Fe during periods of low occupancy (see chart)? Does the size of the event appear to be significant enough to have economic impact for the city of Santa Fe?

HR 2-5

Maximum Points Possible: 20. Score 18

i. • Comprehensive Approach and Readiness -

Did the presentation demonstrate a wide view on the part of the applicant(s)? Is there consideration of not only the success of the event, but community benefits? Did the presentation demonstrate a seemingly successful combination of strategy, management, financial capacity and creativity?

Maximum Points Possible: 10. Score 5

Total Possible Points: 50 Points

Total Score: 40

Recommendations to applicant: \$20K

SCORING

The proposal process is two-part: a written proposal and oral presentation. Both parts must be completed to be considered for funding. Each part is worth 50 points. Applicants scoring less than 70 points will not have an opportunity to be funded.

SUNASA

Score Sheet

To be completed online or

Applicant

[Handwritten signature]

Reviewer

[Handwritten signature]

EVALUATION CRITERIA - ORAL - 50 POSSIBLE POINTS

g. • Concept & Creativity -

Did the presentation demonstrate a well thought out event? Based on the presentation, would the event likely be a draw for visitors to Santa Fe between the ages of 35 - 56? Is the event particularly reflective of Santa Fe or does it address a newness and uniqueness that will stand out from other destinations? Did the presentation demonstrate particularly creative ways of engaging its audience? Were the marketing plans demonstrative of creative uses of media or partnerships?

Maximum Points Possible: 20. Score 17

h. • Value & Impact -

Did the presentation convince you that the event will draw visitors to Santa Fe during periods of low occupancy (see chart)? Does the size of the event appear to be significant enough to have economic impact for the city of Santa Fe?

Maximum Points Possible: 20. Score 18

i. • Comprehensive Approach and Readiness -

Did the presentation demonstrate a wide view on the part of the applicant(s)? Is there consideration of not only the success of the event, but community benefits? Did the presentation demonstrate a seemingly successful combination of strategy, management, financial capacity and creativity?

Maximum Points Possible: 10. Score 7

Total Possible Points: 50 Points

Total Score: 42

Recommendations to applicant: _____

SCORING

The proposal process is two-part: a written proposal and oral presentation. Both parts must be completed to be considered for funding. Each part is worth 50 points. Applicants scoring less than 70 points will not have an opportunity to be funded.

Score Sheet

To be completed at time of presentations on October 27

Applicant SWHA Reviewer Bonnie B.

EVALUATION CRITERIA - ORAL - 50 POSSIBLE POINTS

g. • Concept & Creativity -

Did the presentation demonstrate a well thought out event? Based on the presentation, would the event likely be a draw for visitors to Santa Fe between the ages of 35 - 56? Is the event particularly reflective of Santa Fe or does it address a newness and uniqueness that will stand out from other destinations? Did the presentation demonstrate particularly creative ways of engaging its audience? Were the marketing plans demonstrative of creative uses of media or partnerships?

Maximum Points Possible: 20. Score 20

h. • Value & Impact -

Did the presentation convince you that the event will draw visitors to Santa Fe during periods of low occupancy (see chart)? Does the size of the event appear to be significant enough to have economic impact for the city of Santa Fe?

Maximum Points Possible: 20. Score 18

i. • Comprehensive Approach and Readiness -

Did the presentation demonstrate a wide view on the part of the applicant(s)? Is there consideration of not only the success of the event, but community benefits? Did the presentation demonstrate a seemingly successful combination of strategy, management, financial capacity and creativity?

Maximum Points Possible: 10. Score 3

Total Possible Points: 50 Points

Total Score: 41

Recommendations to applicant: _____

SCORING

The proposal process is two-part; a written proposal and oral presentation. Both parts must be completed to be considered for funding. Each part is worth 50 points. Applicants scoring less than 70 points will not have an opportunity to be funded.

Score Sheet

To be completed at time of presentations on October 27

11AM

Applicant SNAIA Fashion Week Reviewer SUZAN GIVERTER

EVALUATION CRITERIA - ORAL - 50 POSSIBLE POINTS

g. • Concept & Creativity -

Did the presentation demonstrate a well thought out event? Based on the presentation, would the event likely be a draw for visitors to Santa Fe between the ages of 35 - 56? Is the event particularly reflective of Santa Fe or does it address a newness and uniqueness that will stand out from other destinations? Did the presentation demonstrate particularly creative ways of engaging its audience? Were the marketing plans demonstrative of creative uses of media or partnerships?

Not well thought out

Maximum Points Possible: 20. Score 10

h. • Value & Impact -

Did the presentation convince you that the event will draw visitors to Santa Fe during periods of low occupancy (see chart)? Does the size of the event appear to be significant enough to have economic impact for the city of Santa Fe?

Maximum Points Possible: 20. Score 20

i. • Comprehensive Approach and Readiness -

Did the presentation demonstrate a wide view on the part of the applicant(s)? Is there consideration of not only the success of the event, but community benefits? Did the presentation demonstrate a seemingly successful combination of strategy, management, financial capacity and creativity?

Maximum Points Possible: 10. Score 5

Total Possible Points: 50 Points

Total Score: 35

Recommendations to applicant: (May 2-5 2024); Intentional Designs
+ 1st Indigenous Fashion Week in the US.
+ Two Fashion Shows (Friday & Saturday)

SCORING

The proposal process is two-part; a written proposal and oral presentation. Both parts must be completed to be considered for funding. Each part is worth 50 points. Applicants scoring less than 70 points will not have an opportunity to be funded.

Score Sheet

To be completed at time of presentations on October 27

Applicant SWAIA

Reviewer David A. Carr

EVALUATION CRITERIA - ORAL - 50 POSSIBLE POINTS

g. • Concept & Creativity -

Did the presentation demonstrate a well thought out event? Based on the presentation, would the event likely be a draw for visitors to Santa Fe between the ages of 35 - 56? Is the event particularly reflective of Santa Fe or does it address a newness and uniqueness that will stand out from other destinations? Did the presentation demonstrate particularly creative ways of engaging its audience? Were the marketing plans demonstrative of creative uses of media or partnerships?

Maximum Points Possible: 20. Score 20

h. • Value & Impact -

Did the presentation convince you that the event will draw visitors to Santa Fe during periods of low occupancy (see chart)? Does the size of the event appear to be significant enough to have economic impact for the city of Santa Fe?

Maximum Points Possible: 20. Score 15

i. • Comprehensive Approach and Readiness -

Did the presentation demonstrate a wide view on the part of the applicant(s)? Is there consideration of not only the success of the event, but community benefits? Did the presentation demonstrate a seemingly successful combination of strategy, management, financial capacity and creativity?

Maximum Points Possible: 10. Score

Total Possible Points: 50 Points

Total Score:

Recommendations to applicant: _____

defining marketing

SCORING

The proposal process is two-part; a written proposal and oral presentation. Both parts must be completed to be considered for funding. Each part is worth 50 points. Applicants scoring less than 70 points will not have an opportunity to be funded.

Score Sheet

FASHION completed at time of presentations on October 27. Applicant
SWAIA Reviewer RANDY RANDALL

EVALUATION CRITERIA - ORAL - 50 POSSIBLE POINTS

g. • Concept & Creativity -

Did the presentation demonstrate a well thought out event? Based on the presentation, would the event likely be a draw for visitors to Santa Fe between the ages of 35 - 56? Is the event particularly reflective of Santa Fe or does it address a newness and uniqueness that will stand out from other destinations? Did the presentation demonstrate particularly creative ways of engaging its audience? Were the marketing plans demonstrative of creative uses of media or partnerships?

Maximum Points Possible: 20. Score 20

h. • Value & Impact -

Did the presentation convince you that the event will draw visitors to Santa Fe during periods of low occupancy (see chart)? Does the size of the event appear to be significant enough to have economic impact for the city of Santa Fe?

Maximum Points Possible: 20. Score 26

i. • Comprehensive Approach and Readiness -

Did the presentation demonstrate a wide view on the part of the applicant(s)? Is there consideration of not only the success of the event, but community benefits? Did the presentation demonstrate a seemingly successful combination of strategy, management, financial capacity and creativity?

Maximum Points Possible: 10. Score 3

Total Possible Points: 50 Points

Total Score: _____

Recommendations to applicant: Concerned that it will be ready by May 2-5, 2024 - Love the spin off idea - Get buyers here

SCORING

The proposal process is two-part: a written proposal and oral presentation. Both parts must be completed to be considered for funding. Each part is worth 50 points. Applicants scoring less than 70 points will not have an opportunity to be funded.

Occupancy Tax Advisory Board (OTAB)

Committee Members

Rik Blyth, Chairman, Lodgers

Carlos Medina, At Large

Sam Gerberding, Lodgers

Bonnie Bennett, Tourism Related

Ray Sandoval, Tourism Related

Vacant, Santa Fe County

OTAB is a tax advisory board that recommends grant awards from the lodgers' tax revenue to nonprofits that help market Santa Fe for tourism purposes. The OTAB Committee meets monthly on the fourth Friday of each month.

[Click here for the OTAB Application.](#)

The OTAB 2026 grant application is open from July 1, 2025, and will close on September 19, 2025, at 5:00 p.m.

Required in person OTAB presentations will be scheduled for October 9th and/or 10th of 2025 at the Santa Fe Convention Center Admin. Conference Room, 201 W. Marcy St. Santa Fe, NM 87501.

Event Criteria

Ideally, the proposed event shall take place during the shoulder season of Santa Fe's tourism calendar: January - April, November, and December, excluding holidays. The evaluation also considers the days of the week, other events on the calendar, and the size of the event.

Events at other times of the year can be considered. However, they will not be given as strong a rating as a comparable event in the shoulder season timeframe. Funding and planning of the events shall be public/private partnerships that seek to attract tourists younger than 56 that are on message with TOURISM Santa Fe.

The events shall exhibit the potential to generate strong overnight lodging business or build regional or national excitement, recognition of but not limited to culture, art, history, food, natural beauty, and outdoor activities. Ideally, the event that is being proposed should be four months out to ensure significant planning time.

OTAB funds should not be used to supplement fundraising efforts or goals.

Applicant Criteria

Applying organizations must have an IRS-determined nonprofit corporation status with a tax identification number or umbrella under a fiscal agent on file.

- Copy of current Business License
- New Mexico State Gross Receipts-Withholding Certificate (CRS-1)
- Copy of IRS determination letter acknowledging the nonprofit status
- Proof of Insurance as indicated on item number 13 of the application

Applicants will submit the funding application and supporting documents, including the pre-event budget breakdown, along with 11 copies mailed or delivered to the attention of the OTAB Administrator at

For questions regarding OTAB or OTAB funding, please contact Shirley Spencer, Administrative Manager, at 505-955-6208 or sjspencer@santafenm.gov.



Signature: *Erika Quintana*

Email: efquintana@santafenm.gov