



The Purchasing Memo

Date: December 3, 2025

To: ~~Mark Scott, City Manager~~ Chief Brian Moya/ Interim City

From: Randy Randall, TSF Executive Director   
Randy Randall (Dec 3, 2025 14:09:50 MST)

Subject: Fly Santa Fe Airport

Vendor Name: Northern New Mexico Air Alliance (NNMAA)

Munis Vendor Number: 11272

ITEM AND ISSUE:

TOURISM Santa Fe respectfully requests your review and approval of Northern New Mexico Air Alliance Contract in the total amount of \$200,000 for a four-year term expiring June 30, 2030. City Contact: Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov), 505-955-6209.

CONTRACT NUMBER:

3260288

BACKGROUND AND SUMMARY:

Since FY17 the City of Santa Fe has assisted Santa Fe Airport with funds for advertising to assist with the promotion and use of Santa Fe Airport. Advertising is done in the local market for outbound flights as well as destination markets for inbound flights. Advertising will include digital and/or print advertising, social media and bulletin boards.

PRIOR APPROVALS AND SUPPORTING INFORMATION:

FUNDING SOURCE:

Fund Name/Number: Lodgers Tax/213

Munis Org Name/Number: VSF Admin/2130521

Munis Object Name/Number: Grants & Services/510400

Budget Officer / Designee: Andy Hopkins Date: 01/22/2026

Budget Officer Comment/Exceptions: \_\_\_\_\_

PROCUREMENT METHOD:

The procurement method used was NMSA 1978, Section 13-1-98, Exempt

See exemption approval attached





## CITY OF SANTA FE

### PROFESSIONAL SERVICES CONTRACT

#### Northern New Mexico Air Alliance - Fly Santa Fe

THIS CONTRACT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the "City," and Northern New Mexico Air Alliance, 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 13-1-98, Exempt; 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

#### 1. SCOPE OF WORK

The Contractor shall perform the following work:

NNMAA will place the Santa Fe Regional Airport advertisement campaign to highlight improvements, new flights and awareness of the Santa Fe Regional Airport by using billboards, print ads and radio. The ad placement will be determined by NNMAA depending on what they believe to be most effective. These placements may include: billboards, print ads, and radio announcements.

NMAA will keep careful records of each ad placement that may be requested by the City at any time.

## 2. STANDARD OF PERFORMANCE; LICENSES

- A. The Contractor does hereby accept its designation as a professional service, rendering services related to Northern New Mexico Air Alliance - Fly Santa Fe 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. **Payment.** The City shall compensate the Contractor for the services described in the scope of work, the City agrees pay the Contractor \$184,864.24. The services and goods in the contract include GRT levied at the rate of 8.1875% equaling \$15,135.76. The total compensation for the contract including GRT is \$200,000.00.
- 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 June 30, 2029** 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.

All terms and conditions of **City of Santa Fe** and the Contractor's response to such document(s) are incorporated herein by reference and is included in the order of precedence.

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><b><u>To the City:</u></b>  Chief Procurement Officer  <a href="mailto:purchasing@santafenm.gov">purchasing@santafenm.gov</a>  PO Box 909  Santa Fe, NM 87504-0909</p>	<p>TOURISM Santa Fe  TSF Executive Director  201 West Marcy St.  Santa Fe, NM 87501  rrandall@santafenm.gov  (505) 955-6209</p>	<p><b><u>To the Contractor:</u></b>  Northern New Mexico Air  Alliance  Stuart C. Kirk  PO Box 813  Santa Fe, NM 87504  stuart@flysantafe.com  (505)986-6862</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:

NORTHERN NEW MEXICO AIR ALLIANCE

BRIAN MOYA

Stuart Kirk  
Stuart Kirk (Jan 14, 2026 16:35:53 MST)

CHIEF BRIAN MOYA  
INTERIM CITY MANAGER

STUART KIRK  
EXECUTIVE DIRECTOR

DATE: Jan 14, 2026

NMBTIN: \_\_\_\_\_

ATTEST:

[Signature]

Interim CITY CLERK [Signature]

Approved to form and legal sufficiency by:

Ruby Crews

Ruby Crews (Jan 14, 2026 16:37:36 MST)

RUBY CREWS, ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

BRIAN MOYA

FINANCE DIRECTOR

SO w +  
200k/4yrs  
proposal

Exemption

**From:** [RANDALL, RANDY](#)  
**To:** [SPENCER, SHIRLEY J.](#)  
**Subject:** Re: Fly Santa Fe Advertising and Marketing Materials  
**Date:** Tuesday, December 2, 2025 3:55:48 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Yes. Four year for \$200k.

Randy Randall  
Tourism Director  
Santa Fe, New Mexico  
505-955-6209

On Dec 2, 2025, at 3:33 PM, SPENCER, SHIRLEY J.  
<[sjspencer@santafenm.gov](mailto:sjspencer@santafenm.gov)> wrote:

Thank you – now we just work the contract correct?

*Shirley*

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**From:** RANDALL, RANDY <[rrandall@santafenm.gov](mailto:rrandall@santafenm.gov)>  
**Sent:** Tuesday, December 2, 2025 3:25 PM  
**To:** SPENCER, SHIRLEY J. <[sjspencer@santafenm.gov](mailto:sjspencer@santafenm.gov)>  
**Subject:** FW: Fly Santa Fe Advertising and Marketing Materials

We have the exemption from Travis. See below.

Randy Randall  
Tourism Director  
Santa Fe, New Mexico  
Cell: 505-660-2691

<[image001.png](#)>

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**From:** DUTTON-LEYDA, TRAVIS K. <[tkduttonleyda@santafenm.gov](mailto:tkduttonleyda@santafenm.gov)>  
**Sent:** Tuesday, December 2, 2025 3:24 PM  
**To:** RANDALL, RANDY <[rrandall@santafenm.gov](mailto:rrandall@santafenm.gov)>  
**Subject:** RE: Fly Santa Fe Advertising and Marketing Materials

Randy,

This determination is specific to this subject request. Advertising is exempt per NMSA1978, Section 13-1-98 (V).

V. purchases of advertising in all media, including radio, television, print and electronic;

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

<image002.png> 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](mailto:tkduttonleyda@santafenm.gov)

**Vendor Registration Sites and Current Procurement Opportunities:**

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

[OpenGov] <https://procurement.opengov.com/portal/santafenm>

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

Internal Link: [https://intranet.santafenm.gov/central\\_purchasing\\_division\\_cpd](https://intranet.santafenm.gov/central_purchasing_division_cpd)

<image003.jpg>

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

p.s. from the attachment:

Fly Santa Fe has created and managed an aggressive publicity campaign over the past 24 months to highlight improvements, new flights and awareness of the Santa Fe Regional Airport using billboards, print ads and radio.

**BILLBOARDS**

Two billboards are in place and have been for the last 18-24 months. One on I-25 at the Santa Domingo exit (24 months) and NM285 at Buffalo Thunder (6 months)

**PRINT ADS TO PUBLICIZE AND WELCOME NEW FLIGHTS**

Pasatiempo and The Reporter, 3 insertions each.

**AWARENESS OF IMPROVEMENTS OF THE AIRPORT TERMINAL AND PARKING**

- Santa Fe Magazine, 2 insertions - Inside Santa Fe, continuous yearlong distribution - Special Publications: 1 insertion each; Santa Fe Wine & Chile Fiesta program; Santa Fe Opera season program; Santa Fe Chamber of Commerce's Business Directory, Santa Fe New Mexican's Holiday Edition and 175th anniversary Edition

**RADIO ANNOUNCEMENTS**

So we

Fly Santa Fe has written and recorded more than 12 radio announcements which have been aired on 15 regional radio stations throughout northern New Mexico.

Below is a representative example:

<https://www.dropbox.com/scl/fi/0dm97070qyt9500dhdwfb/Cheaper-by-7.mp3?rlkey=nc49evevp61ulbifxkrnj4fue&st=t5r00sa7&dl=0>

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**From:** RANDALL, RANDY <[rrandall@santafenm.gov](mailto:rrandall@santafenm.gov)>

**Sent:** Tuesday, December 2, 2025 2:39 PM

**To:** DUTTON-LEYDA, TRAVIS K. <[tkduttonleyda@santafenm.gov](mailto:tkduttonleyda@santafenm.gov)>

**Subject:** FW: Fly Santa Fe Advertising and Marketing Materials

Randy Randall  
Tourism Director  
Santa Fe, New Mexico  
Cell: 505-660-2691

<image001.png>

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**From:** Stuart Kirk <[stuart@flysantafe.com](mailto:stuart@flysantafe.com)>

**Sent:** Tuesday, December 2, 2025 10:23 AM

**To:** RANDALL, RANDY <[rrandall@santafenm.gov](mailto:rrandall@santafenm.gov)>

**Subject:** Fly Santa Fe Advertising and Marketing Materials

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Randy

Attached is information on Fly Santa Fe's advertising and marketing in support of the Santa Fe Airport. I haven't dug through Paul's invoices to gather specific publication dates but I've included the number of insertions in each publication.

I think this is responsive to Travis' request.

Stuart

Stuart Kirk

Executive Director  
Northern NM Air Alliance  
505-986-6862

>

# Determination

**From:** [DUTTON-LEYDA, TRAVIS K.](#)  
**To:** [RANDALL, RANDY](#)  
**Cc:** [SPENCER, SHIRLEY J.](#)  
**Subject:** RE: DETERMINATION - FLY Santa Fe (Northern NM Airport Alliance)  
**Date:** Thursday, October 2, 2025 8:41:01 PM  
**Attachments:** [image005.png](#)  
[image007.png](#)  
[image008.png](#)

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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.

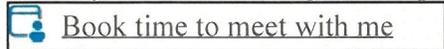
Please note:

- 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](mailto: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](mailto:drsena@santafenm.gov); [clromero@santafenm.gov](mailto:clromero@santafenm.gov). Request signature from: [clromero@santafenm.gov](mailto:clromero@santafenm.gov)
  - IT components (everything IT) – questions: [ereview@santafenm.gov](mailto:ereview@santafenm.gov). Request signature from: [edcandelaria@santafenm.gov](mailto:edcandelaria@santafenm.gov);
  - Copy: [zxdushdurova@santafenm.gov](mailto:zxdushdurova@santafenm.gov); [lenobes@santafenm.gov](mailto:lenobes@santafenm.gov); [lfworstell@santafenm.gov](mailto:lfworstell@santafenm.gov)
  - Vehicles – questions: [fleet@santafenm.gov](mailto:fleet@santafenm.gov). Request signature from: [dmjaramillo@santafenm.gov](mailto:dmjaramillo@santafenm.gov)
  - Grants – questions: [grants@santafenm.gov](mailto:grants@santafenm.gov). Request signature from: [evlujan@santafenm.gov](mailto:evlujan@santafenm.gov)
  - Construction, Facilities, Furniture, Fixtures, Equipment, etc. – questions: [fmdreview@santafenm.gov](mailto:fmdreview@santafenm.gov). Request signature from: [jsburnett@santafenm.gov](mailto:jsburnett@santafenm.gov)
  - Emergency Related Purchases – questions [oem@santafenm.gov](mailto:oem@santafenm.gov) and. Request signature from: [klmorgan@santafenm.gov](mailto:klmorgan@santafenm.gov)
  - Asset over \$5k – questions: [accountspayable@santafenm.gov](mailto:accountspayable@santafenm.gov). Request signature from: [jxbolden@santafenm.gov](mailto:jxbolden@santafenm.gov)
- Ensure that the current and appropriate templates and forms are used [https://intranet.santafenm.gov/finance\\_1](https://intranet.santafenm.gov/finance_1) 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 found 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](mailto:purchasing_det@santafenm.gov)
  - All other requests to [purchasing@santafenm.gov](mailto: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](mailto:tkduttonleyda@santafenm.gov)

**Vendor Registration Sites and Current Procurement Opportunities:**

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

[Transitioning] <https://procurement.opengov.com/portal/santafenm>

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

Internal Link: [https://intranet.santafenm.gov/central\\_purchasing\\_division\\_cpd](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:** RANDALL, RANDY <[rrandall@santafenm.gov](mailto:rrandall@santafenm.gov)>

**Sent:** Wednesday, October 1, 2025 12:13 PM

**To:** DUTTON-LEYDA, TRAVIS K. <[tkduttonleyda@santafenm.gov](mailto:tkduttonleyda@santafenm.gov)>

**Cc:** SPENCER, SHIRLEY J. <[sjspencer@santafenm.gov](mailto:sjspencer@santafenm.gov)>

**Subject:** RE: DETERMINATION - FLY Santa Fe (Northern NM Airport Alliance)

This email chain was requesting one.

Randy Randall  
Tourism Director  
Santa Fe, New Mexico  
Cell: 505-660-2691



---

**From:** DUTTON-LEYDA, TRAVIS K. <[tkduttonleyda@santafenm.gov](mailto:tkduttonleyda@santafenm.gov)>  
**Sent:** Wednesday, October 1, 2025 12:13 PM  
**To:** RANDALL, RANDY <[rrandall@santafenm.gov](mailto:rrandall@santafenm.gov)>  
**Cc:** SPENCER, SHIRLEY J. <[sjspencer@santafenm.gov](mailto:sjspencer@santafenm.gov)>  
**Subject:** Re: DETERMINATION - FLY Santa Fe (Northern NM Airport Alliance)

Yes, please request one. Please let me know if you need help drafting the scope of work.

Thank you.

Regards,

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

 [Book time to meet with me](#)

<https://santafenm.gov/finance-2/purchasing-1>

Vendor Registration Sites and Current Procurement Opportunities:

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

[Transitioning] <https://procurement.opengov.com/portal/santafenm>

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

Internal Link: [https://intranet.santafenm.gov/central\\_purchasing\\_division\\_cpd](https://intranet.santafenm.gov/central_purchasing_division_cpd)



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

---

**From:** RANDALL, RANDY <[rrandall@santafenm.gov](mailto:rrandall@santafenm.gov)>

**Sent:** Wednesday, October 1, 2025 11:41 AM

**To:** DUTTON-LEYDA, TRAVIS K. <[tkduttonleyda@santafenm.gov](mailto:tkduttonleyda@santafenm.gov)>

**Cc:** SPENCER, SHIRLEY J. <[sjspencer@santafenm.gov](mailto:sjspencer@santafenm.gov)>

**Subject:** RE: DETERMINATION - FLY Santa Fe (Northern NM Airport Alliance)

Probably both.

Do we need a determination of the services at this point?

Randy Randall

Tourism Director

Santa Fe, New Mexico

Cell: 505-660-2691





**Signature:** *Erika Quintana*

**Email:** [efquintana@santafenm.gov](mailto:efquintana@santafenm.gov)