



The Purchasing Memo

Date: April 8, 2026

To: Chief Brian Moya, Interim City Manager

From: Randy Randall, TSF Executive Director 
Randy Randall (Apr 8, 2026 16:27:50 EDT)

Subject: OTAB Funding Award – CENTER/Photo Book & Zine Fair

Vendor Name: CENTER Santa Fe

Munis Vendor Number: 3942

ITEM AND ISSUE:

TOURISM Santa Fe Respectfully Requests your Review and Approval of a Professional Contract in the total Amount of \$5,000 – not to Exceed for the Awarded Occupancy Tax Advisory Board (OTAB) Funding Support for the Advertising to Promotion and Management of Event: CENTER Santa Fe Photo Book & Zine Fair, December 2026.

CONTRACT NUMBER:

Munis Contract #3260394

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: 04/09/2026

Budget Officer Comment/Exceptions: _____

PROCUREMENT METHOD:

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

Chief Procurement Officer (CPO)/Designee:  Date: 04/09/2026

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

Application – Notarized Acknowledgement & Score Sheets



CITY OF SANTA FE

PROFESSIONAL SERVICES CONTRACT CENTER Santa Fe - 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 CENTER Santa Fe, 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 CPO has determined that is contract qualifies as a “small purchase” under the procurement code, NMSA 1978, section 13-1-125.

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: Photo Book & Zine Fair, December 2026.

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 \$2,500.

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 CENTER/Photo Book Festival, December 2026 - 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 total compensation of \$5,000.00 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 June 30, 2027 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 except as described above in Scope of Work Section 1C, 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

New Mexico state law described as the Procurement Code, at 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 other insurance as necessary and legally required.

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 that 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, proceedings, 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:

<u>To the City:</u> Chief Procurement Officer purchasing@santafenm.gov PO Box 909 Santa Fe, NM 87504-0909	Randy Randall TSF Executive Director 201 West Marcy St. Santa Fe, NM 87501 rrandall@santafenm.gov 505-955-6209	<u>To the Contractor:</u> CENTER Santa Fe Laura Wzorek Pressley, ED 1570 Pacheco St. Santa Fe, NM 87505 laura@visitcenter.org 505-930-3338
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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.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

[SIGNATURE PAGE TO FOLLOW]

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:

BRIAN MOYA

Laura Wzorek Pressley

Laura Wzorek Pressley (Apr 7, 2026 14:31:59 MDT)

BRIAN MOYA
INTERIM CITY MANAGER

LAURA WZOREK PRESSLEY
EXECUTIVE DIRECTOR

DATE: Apr 7, 2026

NMBTIN: 02-312074-00-6

ATTEST:

GERALYN CARDENAS

GERALYN CARDENAS, CITY CLERK 

Approved to form and legal sufficiency by:

Sarah Piltch

Sarah Piltch (Apr 7, 2026 14:37:08 MDT)

SARAH PILTCH, ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

ANDREA PHILLIPS

ANDREA PHILLIPS (Apr 13, 2026 09:16:50 MDT)

ANDREA PHILLIPS, INTERIM FINANCE DIRECTOR

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.



City of Santa Fe
Occupancy Tax Advisory Board (OTAB)
2026 Score Sheet

Applicant Center SF Reviewer BB

EVALUATION CRITERIA – WRITTEN – 60 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: 20. Score: 12

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: 15. 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: 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 _____

Total Possible Points: 60

Total Score 38

Upon completion email to sjspencer@santafenm.gov

2025 O.T.A.B Grants

**City of Santa Fe
Occupancy Tax Advisory Board (OTAB)
2026 Score Sheet**

Applicant Photo Book & Zine Fair Reviewer J Randall

EVALUATION CRITERIA – WRITTEN – 60 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?

Dec 3-5

Maximum Points Possible: 20. 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?

150 RN - small ROI

Maximum Points Possible: 15. 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 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 5 points. Score _____

Total Possible Points: 60

Total Score 35

Upon completion email to sjspencer@santafenm.gov

2025 O.T.A.B Grants

City of Santa Fe
Occupancy Tax Advisory Board (OTAB)
2026 Score Sheet

Photo Book

Applicant CENTER Reviewer David A. Carr

EVALUATION CRITERIA – WRITTEN – 60 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: 20. Score: 18

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: 15. Score 14

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 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: 60

Total Score 54

Upon completion email to sjspencer@santafenm.gov

2025 O.T.A.B Grants

? 2016 = \$7K

2026 = \$22K

City of Santa Fe
Occupancy Tax Advisory Board (OTAB)
2026 Score Sheet

photo book

Applicant CENTER Santa Fe Reviewer SUZAN GVENTHER

EVALUATION CRITERIA - WRITTEN - 60 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: 20. 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: 15. 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: 5

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 10

*Multi-Year
Event?*

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 5

Total Possible Points: 60

Total Score 43

Upon completion email to sjspencer@santafenm.gov

2025 O.T.A.B Grants

City of Santa Fe
Occupancy Tax Advisory Board (OTAB)
2026 Score Sheet

Laura WZOREK Pressley For

Applicant CENTER Santa Fe Reviewer SAM Gerberding

EVALUATION CRITERIA – WRITTEN – 60 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: 20. Score: 18

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: 15. Score 12

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 10

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 4-7

Total Possible Points: 60

Total Score 58 53

Upon completion email to sjspencer@santafenm.gov

52

2025 O.T.A.B Grants

City of Santa Fe
Occupancy Tax Advisory Board (OTAB)
2026 Score Sheet

Applicant CENTER PHOTO BOOK + Zibo Reviewer RIK BAYTA

EVALUATION CRITERIA – WRITTEN – 60 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: 20. Score: 7

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?

DEC 13-15 Maximum Points Possible: 15. Score 6

c. • **Section 3 – Partnerships –**

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

N/A

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?

No

Maximum Points Possible: 10. Score 4

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?

No - New event

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 3

Total Possible Points: 60

Total Score 28

Upon completion email to sjspencer@santafenm.gov

2025 O.T.A.B Grants

Score Sheet

Applicant Center Santa Fe Reviewer Sam G

EVALUATION CRITERIA – ORAL – 40 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: 15. Score ~~12~~ 12

h. • **Value & Impact –**

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

Maximum Points Possible: 15. Score ~~9~~ 9

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 6

Total Possible Points: 40 Points

Total Score: 27

Recommendations to applicant: _____

SCORING

The proposal process is two-part: a written proposal then an oral presentation. Both parts of the process must be completed to be considered for funding. Applicants scoring less than 30 points in the written evaluation and 70 points overall will not have an opportunity to be funded.

Score Sheet

Applicant Photo Book - Santa Fe Reviewer [Signature]

EVALUATION CRITERIA – ORAL – 40 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: 15. Score 5

h. • **Value & Impact –**

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

Maximum Points Possible: 15. Score 5

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: 40 Points

Total Score: 15

Recommendations to applicant: _____

SCORING

The proposal process is two-part: a written proposal then an oral presentation. Both parts of the process must be completed to be considered for funding. Applicants scoring less than 30 points in the written evaluation and 70 points overall will not have an opportunity to be funded.

Score Sheet

Applicant CENTER

Reviewer David A. Carl

EVALUATION CRITERIA – ORAL – 40 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: 15. Score 7

h. • **Value & Impact** –

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

Maximum Points Possible: 15. Score 7

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: 40 Points

Total Score: 19

Recommendations to applicant: _____

SCORING

The proposal process is two-part: a written proposal then an oral presentation. Both parts of the process must be completed to be considered for funding. Applicants scoring less than 30 points in the written evaluation and 70 points overall will not have an opportunity to be funded.

\$22K

Score Sheet

Applicant Center/Photo Reviewer BB

EVALUATION CRITERIA – ORAL – 40 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: 15. Score 8

h. • **Value & Impact –**

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

Maximum Points Possible: 15. Score 3

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 6

Total Possible Points: 40 Points

Total Score: 17

Recommendations to applicant: _____

SCORING

The proposal process is two-part: a written proposal then an oral presentation. Both parts of the process must be completed to be considered for funding. Applicants scoring less than 30 points in the written evaluation and 70 points overall will not have an opportunity to be funded.

31 yrs old

\$22K Request
Dec. 3-5, 2026

Score Sheet

Applicant CENTER Santa Fe Reviewer JORDAN GUENTHER

EVALUATION CRITERIA – ORAL – 40 POSSIBLE POINTS

"Zine"
Small, Self
publishing
basket or MK

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: 15. 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?

150 Room Nights \$30K

Maximum Points Possible: 15. Score 5

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: 40 Points

Total Score: 20

Recommendations to applicant: _____

SCORING

The proposal process is two-part: a written proposal then an oral presentation. Both parts of the process must be completed to be considered for funding. Applicants scoring less than 30 points in the written evaluation and 70 points overall will not have an opportunity to be funded.

Score Sheet

Applicant CENTER BOOK F ZINE Reviewer RIK BETH

EVALUATION CRITERIA – ORAL – 40 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?

PHOTO

Maximum Points Possible: 15. Score 6

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?

100-200 Room NIGHTS Dec 3-5 MANY LOCAL

Maximum Points Possible: 15. Score 7

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 4

Total Possible Points: 40 Points

Total Score: 17

Recommendations to applicant: LITERARY, MUSIC, (SEE) PHOTO EVENT!

SCORING

The proposal process is two-part: a written proposal then an oral presentation. Both parts of the process must be completed to be considered for funding. Applicants scoring less than 30 points in the written evaluation and 70 points overall will not have an opportunity to be funded.

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

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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.

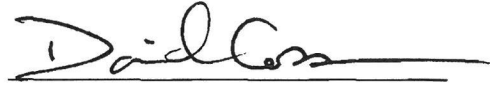
18 **BE IT FURTHER RESOLVED** that the objective of the Governing Body is to add five off-
19 season weeks to the tourism calendar that will bring in a total of \$10 million in new annual revenue.

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

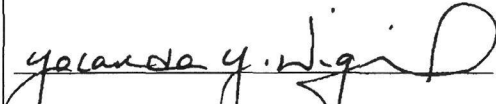
1 from the CVB Director, any input received from the private sector and
2 correspondence between City staff and County staff ensuring that the City and
3 County are working jointly on the plan and the implementation of the plan shall be
4 presented to the Finance Committee for approval.

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

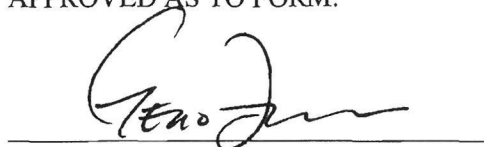
6 

7
8 DAVID COSS, MAYOR

9
10 ATTEST:

11
12 
13 YOLANDA Y. VIGIL, CITY CLERK

14 APPROVED AS TO FORM:

15 
16
17 GENO ZAMORA, CITY ATTORNEY




CM - CENTER - OTAB Funding Packet

Final Audit Report

2026-04-08

Created:	2026-04-08
By:	Shirley Spencer (sjspencer@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAaY4DxgchIL7kbcJmIWBYdFk7GvYAWCt

"CM - CENTER - OTAB Funding Packet" History

-  Document created by Shirley Spencer (sjspencer@santafenm.gov)
2026-04-08 - 7:37:11 PM GMT- IP address: 63.232.20.2
-  Document emailed to Randy Randall (rrandall@santafenm.gov) for signature
2026-04-08 - 7:37:48 PM GMT
-  Email viewed by Randy Randall (rrandall@santafenm.gov)
2026-04-08 - 8:25:44 PM GMT- IP address: 104.28.123.91
-  Document e-signed by Randy Randall (rrandall@santafenm.gov)
Signature Date: 2026-04-08 - 8:27:50 PM GMT - Time Source: server- IP address: 72.170.223.68
-  Agreement completed.
2026-04-08 - 8:27:50 PM GMT

Signature: *Erika Quintana*

Email: efquintana@santafenm.gov









26-0127 CENTER Santa Fe

Final Audit Report

2026-04-13

Created:	2026-04-13
By:	Erika Quintana (efquintana@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAA2EmZZEHikyRtiOfXlZvNt46NjNHHP2qT

"26-0127 CENTER Santa Fe" History

-  Document created by Erika Quintana (efquintana@santafenm.gov)
2026-04-13 - 6:16:28 PM GMT- IP address: 63.232.20.2
-  Document emailed to Erika Quintana (efquintana@santafenm.gov) for signature
2026-04-13 - 6:17:47 PM GMT
-  Email viewed by Erika Quintana (efquintana@santafenm.gov)
2026-04-13 - 6:17:52 PM GMT- IP address: 62.10.205.18
-  Document e-signed by Erika Quintana (efquintana@santafenm.gov)
Signature Date: 2026-04-13 - 6:18:04 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Document emailed to GERALYN CARDENAS (gfcardenas@santafenm.gov) for signature
2026-04-13 - 6:18:07 PM GMT
-  Email viewed by GERALYN CARDENAS (gfcardenas@santafenm.gov)
2026-04-13 - 6:37:09 PM GMT- IP address: 104.47.65.254
-  Document e-signed by GERALYN CARDENAS (gfcardenas@santafenm.gov)
Signature Date: 2026-04-13 - 6:37:30 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Agreement completed.
2026-04-13 - 6:37:30 PM GMT