

INDEX OF MINUTES
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
October 23, 2013

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE(S)</u>
CALL TO ORDER	Convened	1
ROLL CALL	Quorum	1
APPROVAL OF AGENDA	Approved	1
• Amendments		
• Tabled or Withdrawn items	None	1
 APPROVAL OF MINUTES		
September 26, 2013	Approved [as submitted]	2
 NEW BUSINESS		
• Post-Event Report from Laura Sullivan for the Santa Fe International Folk Art Market held on July 12-14, 2013	Informational	2-3
• Post-Event Report from Amanda Crocker for the Renaissance Fair held on September 21-22, 2013	Informational	3
• Post-Event Report from Karl Ferguson for the Santa Fe Century Bike Ride held on May 19, 2013	Informational	3-4
 OLD BUSINESS		4
 FINANCIAL REPORT		
• Santa Fe County Finance Division- Lodgers Tax Financial Report – October 22, 2013 (Pro-Forma)	Informational	4-5
 ADVERTISING AGENCY REPORT	Informational	5-6
 ADMINISTRATIVE		
• Next meeting date and location		
The next meeting was scheduled for December 12, 2013 at 11:00 a.m.		6
 ADJOURNMENT	Adjourned at 11:45 a.m.	6

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

October 23, 2013

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:10 a.m. on the above date by Chairman John Berkenfield at the County Administration Building, Manager's Conference Room, 2nd Floor, 102 Grant Avenue, Santa Fe, New Mexico.

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

Board Members Present

John Berkenfield, Chairman
Karen Brown
Florence Jaramillo

Board Members Absent

Mary Johnson, excused
Cindy Racco, excused

Staff Present

David Griscom, Economic Development Manager
Evelyn Valencia, Santa Fe County Finance Division

Others Present

Florence Ruth Brown, Santa Fe Skies RV Park
Amanda Crocker, El Rancho de Las Golondrinas
Karl Ferguson, St. Vincent Hospital Foundation
Russ Rountree, Impressions Advertising, Inc.
Jo Ann G. Valdez, Stenographer

APPROVAL OF THE AGENDA

- **Amendments**
None

- **Tabled or Withdrawn items**
None

Ms. Brown made a motion to approve the agenda as published. Ms. Jaramillo seconded the motion. The motion passed unanimously by voice vote.

2013 OCT 23 PM 5:03 PM
SANTA FE COUNTY
RECORDED BY
SANTA FE COUNTY
CLERK

APPROVAL OF MINUTES: September 26, 2013

Ms. Brown made a motion to approve the Minutes of the September 26, 2013 meeting as submitted. Ms. Jaramillo seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

- **Post-Event Report from Laura Sullivan for the Santa Fe International Folk Art Market held on July 12-14, 2013**

Chairman Berkenfield noted that Laura Sullivan was not able to be present today. He provided a brief summary of her post-event report as follows:

- The 10th Annual Santa Fe International Folk Art Market took place on July 12, 13, and 14, 2013 on Milner Plaza on Museum Hill.
- Over 150 artists from 57 different countries participated in the Market. There were over 20,926 visitors, which is an increase in attendance of 7% over last year.
- The Santa Fe International Folk Art Market enlisted the services of a professional marketing research firm, Southwest Planning, to conduct a market Visitor Survey. The sample is based on 533 respondents.
- According to zip code responses, 61.6% indicated that they were from outside of Santa Fe for a total of 12,890 out-of-town visitors. In addition, 42.4% (8,873) indicated that they came from out of state, and 40.2% of the visitors were from Santa Fe (7,814), with 19.2% coming from other communities in New Mexico (4,018).
- The average age of the Market visitors is 58 years and the median household income was \$87,646. 16.4% of the visitors had an annual household income above \$150,000.
- Based on lodging statistics, they estimate that the Market generated \$429,420 in total gross receipts tax and lodgers' tax combined on lodging. The County's portion was \$16,527.
- The Market paid GRT on artists' sales totaling \$2,827,434, generating \$213,976 in GRT for the State, a 9.6% increase over 2012.
- Over 21,000 print and online stories and close to 100 interviews were done.
- The Market plans to expand the opportunities for artists by building an e-commerce site and identify additional locations for more markets for artists.

Chairman Berkenfield mentioned that the Market has done an economic impact analysis but he has not had a chance to review it. He offered to provide a copy to Mr. Griscom.

- **Post-Event Report from Amanda Crocker for the Renaissance Fair held on September 21-22, 2013**

Chairman Berkenfield introduced Amanda Crocker, the Director of Programs and Marketing for El Rancho de Las Golondrinas. He noted that he asked Ms. Crocker to give the Board a brief update, given that they are at the end of the season.

Ms. Amanda Crocker said it was a great year for El Rancho de Las Golondrinas. She said the six events that are funded by LTAB are: Santa Fe Wine Festival, Viva Mexico! Celebration, Summer Festival, Harvest Festival, Battlefield New Mexico: The Civil War and More and the Spring Festival. She said they had a total of 16,761 visitors to the six events, which does not include the number of participants and vendors that come for the different events.

Ms. Crocker reported that they had 4,327 visitors for the Viva Mexico! Celebration and they had 36 different artisan booths.

She said in addition to these events, the Renaissance Fair had 8,472 visitors, which is up from 8,060 visitors from the prior year. There were a total of 1,200 volunteers, participants and vendors.

Ms. Crocker said these programs all have a positive impact on tourism in the county, as well as contributing to the reputation of Santa Fe County, as a unique tourism destination. She said the Renaissance Fair is the largest tourist attraction in the County. She noted that there is a huge contingent of people who come from Colorado and stay in paid lodging. She mentioned that 2,700 kids attended the Fair, free of charge.

Ms. Crocker thanked the Board for their continued support and noted that they were able to do more advertising with the grant from LTAB. Copies of the marketing material were available for review.

Ms. Crocker mentioned that the partnership with the Interfaith Community Shelter Group went really well and they will probably work with them again in the future.

- **Post-Event Report from Karl Ferguson for the Santa Fe Century Bike Ride held on May 19, 2013**

Mr. Ferguson provided the post-event report for the Santa Fe Century Bike Ride noting that OTAB also provided funding.

Mr. Ferguson said it was their 28th year and they had 2,500 riders.

Mr. Ferguson noted that they did a survey analysis on the 2013 Santa Fe Century Ride. [Copies of the Analysis were distributed and reviewed.]

Mr. Ferguson presented the information from the analysis as follows:

- They surveyed 1,585 attendees. There was an average of 2.84 people in each party.
- The average number of times that the cyclists ride in Santa Fe Century was 3.8. When asked if they planned to come again, 498 said yes, 52 said maybe and 1 said no.
- The number of people who stayed in paid lodging was 260 and the average number of room nights was 2.31.
- 2.34% of the attendees came from New Mexico within 50 miles of Santa Fe; 31.82% of the attendees were from Santa Fe; 65% came from outside of New Mexico and the largest contingent of people came from Colorado at 83.51%.
- Going forward, the two areas they will focus on will be: doing specific marketing (ads) in the Albuquerque and Las Cruces areas to try and get people to stay 1-2 nights. They will also focus on marketing the Boulder, Ft. Collins and Colorado Springs areas.

Chairman Berkenfield said El Rancho de Las Golondrinas would be happy to do a special tour for the riders on the following Monday.

Mr. Griscom said he is involved in organizing the "Bike to Work" collaboration between the City and County and there is always a community ride on that Saturday, and if some of the riders come in on Friday night, they can participate in the community ride.

OLD BUSINESS

Chairman Berkenfield noted that Sunrise Springs was sold and the new owners intend to change it to a treatment facility.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-October 22, 2013 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through October 22, 2013 noting total receipts of \$47,497.90 for July 2013 and \$63,714.18 for August 2013 and \$17,247.46 thus far for September (these are not due until September 25th); total receipts to date are \$128,459.54.

2013 OCT 23 10:58 AM RECEIVED

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was an increase of 5% in the month of August and a 21% decrease in the month of July, when compared to the prior year.

Ms. Valencia distributed and reviewed the Facility Fund report through October 22, 2013 identifying the beginning cash balance of \$804,254.00; total lodgers' tax receipts reported of \$58,899.23; expenditures of \$13,331.59 for FY'13 Advertising Contract and \$11,074.02 for FY'14 Advertising Contract, outstanding encumbrances in the amount of \$100,925.98, leaving an anticipated cash balance of \$737,821.64.

Ms. Valencia distributed the Advertising Fund report through October 22, 2013 identifying the beginning cash balance of \$890,586.00; total lodgers' tax receipts reported of \$98,040.30; expenditures of \$23,283.67 for FY'13 Advertising Contract; \$18,456.71 for FY'14 Advertising Contract; \$1,605.00 for FY'13 Audit Contract; \$27.86 for Newspaper Advertising; \$23,000.00 for FY'13 Commitments and Other Fees; \$6,500.00 for FY'14 Commitments and Other Fees and \$244.34 for FY'13 Reporting and Recording, outstanding encumbrances in the amount of \$179,347.69, leaving an anticipated cash balance of \$742,661.03.

ADVERTISING AGENCY REPORT

- **Rocky Mountain Lodging Report (September)**

[Copies of the *Rocky Mountain Lodging Report* for the month of September were distributed and reviewed. A spreadsheet on tracking Santa Fe Occupancy Tax was attached.]

Mr. Rountree said the occupancy rates for the County were up 6% when compared to this time in the prior year. The ADR for the periphery in the month of September was up 7.5% over the previous year. The ADR for the downtown properties was up 2% over the previous year.

- **Old Business**

There was no old business.

- **Press**

Copies of an article in the *Albuquerque Journal* regarding the drop in the per diem rate for federal government workers were distributed. The article states that a recent drop in the per diem that the government workers get when they travel to Santa Fe could cost the city millions of dollars in revenue. The City wants the U.S. General Services Administration to increase Santa Fe's per diem, recently set at \$88, to last year's peak season rate of \$105. If the hotels in Santa Fe have to absorb such a substantial loss of revenue, it will result in loss of jobs, and increased demand for social services in a city and state that are already struggling, states a city letter that was sent last week to the Administrator for the federal General Services Administration. Tourism officials say local hotel revenue could be reduced by more than \$2.8 million this year if the new rate remains in effect.

ADMINISTRATIVE

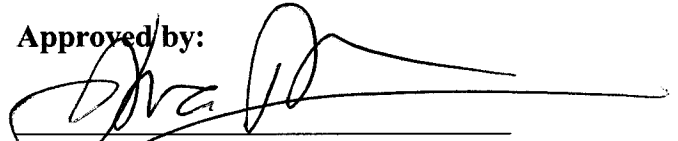
Next meeting date and location

There will not be a meeting in November. The next meeting was scheduled for December 12, 2013 at 11:00 a.m. The location will be determined at a later date.

ADJOURNMENT

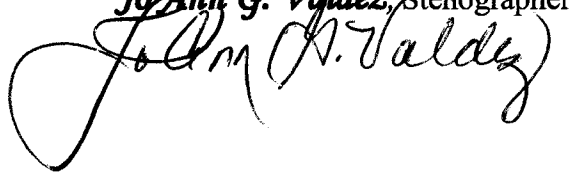
Ms. Brown made a motion to adjourn the meeting. Ms. Jaramillo seconded the motion and the meeting was adjourned at 11:45 a.m.

Approved by:



John Berkenfield, Chairman

Respectively submitted by:

Jo Ann G. Valdez, Stenographer




COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LOGGERS TAX MINUTES
PAGES: 7

I Hereby Certify That This Instrument Was Filed for
Record On The 20TH Day Of February, 2014 at 01:02:31 PM
And Was Duly Recorded as Instrument # 1730447
Of The Records Of Santa Fe County

Deputy  Witness My Hand And Seal Of Office
Geraldine Salazar
County Clerk, Santa Fe, NM

RECORDED