

**SANTA FE COUNTY
RESOLUTION 2021-112**

A RESOLUTION REQUESTING AUTHORIZATION TO MAKE THE BUDGET ADJUSTMENT DETAILED ON THIS FORM

Whereas, the Board of County Commissioners meeting in regular session on December 14, 2021, did request the following budget adjustment:

Department / Division Community Development Department

Budget Adjustment Type (drop down): Other

Fiscal Year: 2022 (July 1, 2021 - June 30, 2022)

BUDGETED REVENUES: (use continuation sheet, if necessary)

FUND CODE XXX	DEPARTMENT/ DIVISION XXXX	ACTIVITY BASIC/SUB XXX	ELEMENT/ OBJECT XXXX	LINE DESCRIPTION	INCREASE AMOUNT	DECREASE AMOUNT
215	2320	371	0102	Revenue/State Grants	\$ 20,000	
Total					\$ 20,000	\$

BUDGETED EXPENDITURES: (use continuation sheet, if necessary)

FUND CODE XXX	DEPARTMENT/ DIVISION XXXX	ACTIVITY BASIC/SUB XXX	ELEMENT/ OBJECT XXXX	LINE DESCRIPTION	INCREASE AMOUNT	DECREASE AMOUNT
215	2320	433	5003	Contractual Professional	\$ 20,000	
Total					\$ 20,000	\$

Requesting Department Approval: Joseph Montoya Title: Director Date: 11/30/2021 Log # 787

Capital/Grants Approval: Tom Stuenkel Date: _____ Budget Administrator: Tom Stuenkel

Finance Dept Approval: Tom Stuenkel Date: 11/30/2021 Entered by: _____ Date: _____

County Mgr Approval: Patricia White Date: 12.8.2021 Updated by: _____ Date: _____

SFC CLERK RECORDED 12/15/2021

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DETAILED JUSTIFICATION FOR REQUESTING BUDGET ADJUSTMENT

(If applicable, cite the following authority: State Statute, grant name and award date, other laws, regulations, etc.)

1 Please summarize the request and its purpose in the area below.
 The Community Development Department via the Finance Division requests approval of this resolution to budget an increase to the Lodger's Tax Advertising Fund (215) for a New Mexico Tourism Department grant award in the amount of \$20,000.

Is this Budget Action for a Recurring or Non Recurring Expense(one-time)		Recurring	Non-Recurring
			X

2

Does this request impact a revenue source?		Yes	No
		X	

3 A. Is this a State Special Appropriation? If Yes, cite Statute and attach a copy

	X
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B. Does this include state or federal funds? NM True - FY22 Cooperative Marketing

	X
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C. Is this request a result of Commission action? If YES, please cite and attach a copy of supporting documentation (i.e. Minutes, Resolution, Ordinance, etc.)

	X
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D. Is a match required? If Yes, please identify funding source in the line below.

	X
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PLEASE PROVIDE THE LINE ITEM OF THE MATCH BELOW


FUND	DEPARTMENT	ACTIVITY	ELEMENT	CATEGORY / LINE ITEM	AMOUNT	BUDGETED (Drop Down)
223	2320	433	5003	Lodgers Tax Advertising/Contractual Professional	\$ 10,000	\$ 10,000


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NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Santa Fe County that the Local Government Division of the Department of Finance and Administration is hereby requested to grant authority to adjust budgets as detailed above.

Approved, Adopted, and Passed This 14th Day of December, 2021.

Santa Fe Board of County Commissioners



Henry P. Roybal, Chairperson

ATTEST:

Katharine E. Clark, County Clerk



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss
BCC RESOLUTIONS
PAGES: 5

I Hereby Certify That This Instrument Was Filed for Record On The 15TH Day Of December, 2021 at 08:56:43 AM And Was Duly Recorded as Instrument # 1974486 Of The Records Of Santa Fe County

Witness My Hand And Seal Of Office
Katharine E. Clark
Deputy  County Clerk, Santa Fe, NM



SFC CLERK RECORDED 12/15/2021

STATE OF NEW MEXICO
Tourism Department
491 Old Santa Fe Trail P.O. Box 20002 Santa Fe, NM 87501
Phone: 505.827.7400 Fax: 505.827.7402

Michelle Lujan Grisham
Governor

Jen Paul Schroer
Cabinet Secretary

Howie Morales
Lt. Governor

Antoinette Vigil
Deputy Cabinet Secretary

Lisa A. Katonak
Santa Fe County

June 29, 2021

Dear Ms. Katonak,

Thank you for your application to the Cooperative Marketing and Advertising Program. It was another record-breaking year; we received over \$3.6 million in funding requests. We were pleased to see so many applicants taking advantage of the exciting new print, digital, out-of-home, and content creation options offered. Tourism Department leadership, key stakeholder collaboration, and a shared responsibility for marketing have long been and remain critical components of reinvigorating New Mexico's tourism economy.

This year, the Tourism Department had the good fortune of garnering an additional multi-million dollar infusion and the "CoOp" program was its main beneficiary. Despite the augmented budget, the review committee retained its keen eye and commitment to wise spending. Through careful analysis and consideration, it awarded entities based on a rigorous set of criteria including the completeness and quality of applications. We are incredibly appreciative of your efforts and participation in the process, and for being a valued partner.

I am pleased to inform you that your submission was accepted, and your investment will be matched with \$71,939.83 through the Cooperative Marketing Program for selections as outlined in Exhibit A in your attached Cooperative Marketing Agreement.

IMPORTANT:

- Inspect the detail on your attached Award Summary closely, as it may vary from the Smart Select Workbook submitted with your application.
 - If you decide against or are unable to execute all of the initiatives listed on the Award Summary, contact Andrea.Lawrence@state.nm.us for a revised summary before signing the agreement.
- Note that approval may be revoked at any time based on public health or any other emergency order.

SFC CLERK RECORDED 12/15/2021

FY22 COOPERATIVE MARKETING PROGRAM **NM TRUE**

Organization Name: Santa Fe County	#	TOTAL \$ VALUE	% NMTD FUNDED	NMTD \$	PARTNER \$ COMMITMENT	PARTNER \$ DUE 8/1/2021	PARTNER \$ DUE 12/1/2021
Primary Contact: Lisa A. Katonak Email: lkatonak@santafecountynm.gov Phone: 505-995-2761	10	\$107,910	67%	\$71,940	\$35,970	\$12,985	\$12,985
MEDIA MENU PLAN (MMP): SMART SELECT OPTIONS							
	9	\$77,910	67%	\$51,940	\$25,970	\$12,985	\$12,985
FLEX: REQUEST SUMMARY							
	1	\$30,000	67%	\$20,000	\$10,000		

MEDIA MENU PLAN (MMP) AWARDS									
TYPE	INITIATIVE (CLICK EACH CELL FOR DETAILS)	#	IN-MARKET DATE(S)	TOTAL \$ VALUE	% NMTD FUNDED	NMTD \$	PARTNER \$ COMMITMENT	PARTNER \$ DUE 8/1/2021	PARTNER \$ DUE 12/1/2021
CONTENT / ORGANIC SOCIAL	Crowdsourced Photo & Video Management DETAILS	1	Aug- July	\$1,942	67%	\$1,295	\$647	\$324	\$324
DIGITAL	Connected TV (3 mo) DETAILS	2	Sept - Nov, Mar - May	\$15,858	67%	\$10,572	\$5,286	\$2,643	\$2,643
DIGITAL	Facebook Infeed Video Ads (3 mos) DETAILS	2	Sept - Nov, Mar - May	\$15,752	67%	\$10,501	\$5,251	\$2,625	\$2,625
DIGITAL	Programmatic Digital Display (6 mo) DETAILS	1	Feb - Apr, May - July	\$4,757	67%	\$3,171	\$1,586	\$793	\$793
PRINT	New Mexico True Adventure Guide (FP) DETAILS	1	October	\$11,889	67%	\$7,926	\$3,963	\$1,982	\$1,982
PRINT / DIGITAL	Texas Monthly Print Display Ad (1X, FP) + Bonus Editorial & Digital DETAILS	2	October, April	\$27,712	67%	\$18,475	\$9,237	\$4,619	\$4,619

FLEX FUND AWARDS									
TYPE	INITIATIVE	#		TOTAL \$ VALUE	% NMTD FUNDED	NMTD \$	PARTNER \$ COMMITMENT		
DIGITAL	Centro Digital Media; Jumpstart our Events Proposal	1		\$30,000	67%	\$20,000	\$10,000		

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