

neumo

MODERNIZING

GOVERNMENT

Avenu Insights & Analytics, GovOS, and ITI complete merger to create Neumo – a GovTech solutions leader transforming and the relationship between governments and communities.

Same great people, now with more tools, more reach, and more impact for the communities we serve!



*This is a name change only and the legal entities for the three separate companies will remain intact. Existing contracts, billing etc. will stay in effect and follow what is already in place.

City of Santa Fe
Short Term Rental / Tax Admin Update
10/1/2025

neumo

Serving Governments That Transform Communities



City of Santa Fe Team

LAND USE

Heather Lamboy – Land Use Director
Maggie Moore – Assistant Land Use Director
Thomas Graham – Assistant Land Use Director

CODE ENFORCEMENT

Jason Sena – Code Enforcement Manager
Vidal Garcia– Code Enforcement Supervisor
Carl Krings– Code Enforcement Officer

TOURISM

Randy Randall – Tourism Director

FINANCE

Emily Oster – Finance Director
Diane Sena -Treasury Manager
Alexis Lotero– Assistant Finance Director
David Tapia – Accounting Supervisor
Clarence Romero - Financial Analyst



Solutions Team

Dana Braccia – Coordinating Project Manager

SOW A.1 STR 360	SOW A.2 LODGERS' TAX ADMIN	SOW A.3 DISCOVERY/RECOVERY	SOW A.4 COMPLIANCE AUDIT	SOW A.5 PAYMENT PROCESSING
Obiora Nkwocha, Project Manager	Carol Thomas, Director Admin	Carol Thomas, Director Admin	Travis Fletcher Audit Manager	Tim Brauer, Product Manager
Alex Banta, Project Manager	Alex Banta, Project Manager	Alex Banta, Project Manager		

Leadership

- Christy Cato, VP of Tax Administration
- Nichole Sperry, VP of Payment Services
- Mike Portis, VP of Audit
- Alex Lake, Director of Audits
- Brennan Middleton, VP of Sales
- George Gretsas, VP Client Executive
- Allen Atamer, Client Executive Director

Operational Support

- Connie Taylor, Director of Client Relations
- Tiffany Volpa, Account Executive
- Matthew Strand, Customer Success Manager

City of Santa Fe STR Implementation	JUL 2025	AUG 2025	SEP 2025	OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026	MAR 2026
Requirements /Initial Data Gathering									
Review Current Workflows									
STR System Setup: Monitoring & Identification Web Portal									
Initial Data Load & Matching: License/Parcel - STR Identification									
Review / Scrub / Research Data Sets									
STR Modules Setup: Registration & Permitting									
Establish Merchant ID Process For Payment Fees									
City STR Communications (Town Hall Meeting November 13)									
STR Modules Review & UAT / Training									
Automated Letters sent for Unlicensed STRs / City Communications									
System Go Live									
STR Identification 99% ongoing Maintenance									



Slide 5

MM1 Can you put these on two different slides - and clarify that the bottom one is for tax and finance.
MOORE, MAGGIE R., 2025-09-24T13:14:49.605

City of Santa Fe Tax Administration Implementation		JUL 2025	AUG 2025	SEP 2025	OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026	MAR 2026
Requirements /Initial Data Gathering										
Review Current Workflows										
Develop Forms / Templates /Communications										
Option 3 Bank Coordination / Set Up										
Account / System Development										
UAT / Training / Website Review										
Town Hall Meeting / Taxpayer Communication										
Online Filing Set Up - Available Ready to Process / Deposit										
System Go Live										
Delinquency efforts begin on known delinquencies (ongoing)										



Slide 6

MM1 Can you put these on two different slides - and clarify that the bottom one is for tax and finance.
MOORE, MAGGIE R., 2025-09-24T13:14:49.605

Dashboard SANTA FE, NM September 9, 2025

Activity

RENTALS

1.3K

- ↑ D 0%
- ↓ W 2%
- ↑ M 100%
- ↑ Y 100%

LISTINGS

1.9K

- ↓ D 2%
- ↓ W -3%
- ↑ M -11%
- ↑ Y 100%

AVERAGE RATE

\$390

- ↑ D 0%
- ↓ W 0%
- ↑ M 2%
- ↑ Y 100%

OCCUPANCY RATE

59%

- ↓ D 0%
- ↑ W 1%
- ↑ M 8%
- ↑ Y 100%

APPLICATIONS

0

- ↑ D 0%
- ↓ W 0%
- ↑ M 0%
- ↑ Y 0%

TAX

- \$4.7M Estimated
- \$0 Reported
- \$0 Paid
- \$0 Unregulated

Community

ISSUE RATE

0%

- ↑ D 0%
- ↑ W 0%
- ↑ M 0%
- ↑ Y 0%

COMPLAINTS

0

- ↑ D 0%
- ↑ W 0%
- ↑ M 0%
- ↑ Y 0%

IDENTIFY

C-

71%

COMPLIANCE

C

76%

Summary

Total Unidentified Listings

534 LISTINGS

\$280.1K LOSS/MONTH

Total Unregulated Rentals

310 UNITS

\$297.4K LOSS/MONTH

Top Property Owners

Name	Properties
1 Andrew Sebastian	5
2 CORY ALAN & HEATHER JEAN COLLINGE	4
3 LISSA GARCIA	4
4 NANCY ABRUZZO	4
5 Veronica Angriman	4
6 Nicholas Chermayeff	3
7 RICHARD RENALDO	3

Estimated Vs Reported Revenue

Tax Revenue Projection

\$8.5M PROJECTED

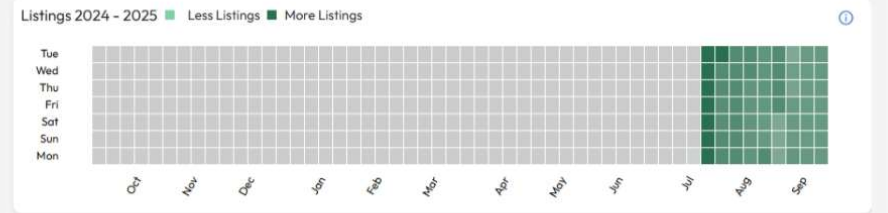
\$12.7M POTENTIAL

Applications YTD

0 NEW

0 RENEWAL

STR Growth





STR Community Engagement

- Two Public Meetings Will Be Held Thursday, November 13th
 - Virtual Recorded Meeting held 12:30 – 1:30 PM
 - In-Person Meeting Held 5:30 – 6:30 PM at Santa Fe Community Convention Center