



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD COMMITTEE  
SEPTEMBER 30, 2020  
10:00 AM  
ATTEND VIRTUALLY

---

## SPECIAL PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

Attendance: In response to the State's declaration of a Public Health Emergency, the Mayor's Proclamation of Emergency, and the ban on public gatherings of more than five (5) people, the Occupancy Tax Advisory Board meeting will be conducted virtually.

Viewing: Members of the public may join the meeting live via Zoom using the following information:

By computer – <https://us02web.zoom.us/j/88607529603?pwd=T1M1djIPTSXZ4RGtqY3FycUg5V2xJdz09#success>

By phone – (253) 215-8782

**Meeting ID:** 886 0752 9603 **Passcode:** J5yJHX

Staff is available to help members of the public access the Zoom meetings at any time during normal business hours. Please call 955-6521 for assistance.

Agenda: The agenda for the meeting will be posted at [santafe.primegov.com/public/portal](https://santafe.primegov.com/public/portal).

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**

OTAB Minutes, February 28, 2020

5. **PRESENTATION**

- a. **UPDATES:**

1. Santa Fe Lodgers Association. (Tom McCann, SF Lodgers Association President, [tmac93644@gmail.com](mailto:tmac93644@gmail.com))
2. Lodgers Tax. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD COMMITTEE  
SEPTEMBER 30, 2020  
10:00 AM  
ATTEND VIRTUALLY

---

3. Northern New Mexico Air Alliance/Airport. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))
  - b. TSF ACTIVITY REPORTS:
    1. Sales Report. (David Carr, TSF Director of Sales, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))
    2. Marketing Report. (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))
    3. TSF Executive Director Report. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))
6. **MATTERS FROM STAFF**
7. **MATTERS FROM THE BOARD**
  - a. Future Meeting Plans
  - b. Coordination of Marketing Restart with the County
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: Tuesday, October 27, 2020**
10. **ADJOURN**

Minutes for the Occupancy Tax Advisory Board grant review meeting

February 28, 2020

Members Present: Rik Blythe, chair, Tonia Miller, Keith Kirk, Bonnie Bennett, and Carlos Median

Staff Present: Randy Randall, Jordan Guenther, David Carr

Meeting called to order at 1:15PM

Following a brief discussion of the four applications and confirmation of the availability of \$55,000 for grant awards, interviews with applicants that allowed for 15 minutes of presentation and 15 minutes of questions and answers were held as follows:

1:30PM Opera West

2:10PM International Folk Art Market

2:50PM SF Council on International Relations

3:30PM Grand Prix de Santa Fe (HIPICO)

Keith Kirk, seconded by Tania Miller, made the following motion

Approve funding as follows:

1. Request Opera West to bring back a specific spending plan for marketing the October event by the time of the March OTAB meeting to be reviewed by the committee. Set aside \$8,000 for this grant.
2. Award \$10,000 to International Folk Art Market for marketing the new wholesale component on the Wednesday prior to the market subject to their commitment to offer all hotels an opportunity to participate with a package offering similar to that already requested of La Fonda Hotel. This offer is to be coordinated through the TSF Sales office to ensure compliance.
3. Award \$5,000 to SF Council on International Relations for their third year grant in support of the Journalism under Fire 2020 Conference subject to consideration of an alternative to the geo fence effort envisioned. They are requested to work with Jordan Guenther for resolution. If the geo fence effort is not changed, the grant will be reduced to \$3,750.
4. Award \$21,500 to Grand Prix de Santa Fe (HIPICO) to support 50% of the cost of creation of a livestreaming component to their website upon qualification of the amount of advertising provided at no additional cost to TSF. A minimum of 25% of available advertising will be required for this level of funding.
5. Use the balance of the available funding to support the already awarded grant to the Cloudtop Comedy Festival Santa Fe, September 10 – 12, 2020 that could not be used for the 2019 event.

Motion passed with unanimous consent with Rik Blythe abstaining from item 2 and Carlos Median abstaining from item 5 due to a possible conflict of interest.

Meeting adjourned at 4:40PM

---

Rik Blyth, Chair

A handwritten signature in black ink, appearing to read "Randy Randall". The signature is written in a cursive style with large, rounded letters and a long, sweeping tail that loops back under the main text.

---

Randy Randall, Note Taker

# TOURISM

## SANTA FE

---

### March-August 2020 OTAB Report Sales Report September 30, 2020

#### March-August 2020 Leads:

- 42 total leads requiring sleeping rooms
- 38,088 room nights sent via leads

#### March-August 2020 Confirmed Bookings:

- 8 Definite Booking
- 4,674 Definite Room Nights
- 8 Definite SFCCC space only events

#### March-August 2019 Leads:

- 151 total leads requiring sleeping rooms
- 49,802 room nights sent via leads

#### March-August 2019 Confirmed Bookings:

- 15 Definite Booking
  - 1,758 Definite Room Nights
  - 100 Definite SFCCC space only events
- 

#### 2020 YTD Leads:

- 107 total leads requiring sleeping rooms
- 57,786 total room nights sent via leads

#### 2020 YTD Definite:

- 36 Definite Booking
- 11,001 Definite Room Nights
- 32 Definite SFCCC space only events

#### 2019 YTD Leads:

- 203 total leads requiring sleeping rooms
- 71,626 total room nights sent via leads

#### 2019 YTD Definite:

- 92 Definite Booking
- 23,834 Definite Room Nights
- 118 Definite SFCCC space only events



**OTAB Marketing Report  
August 2020  
Reporting for September 22, 2020 Meeting**

## **EXECUTIVE SUMMARY**

**Key marketing highlights since mid-March:**

1. **[ADVERTISING UPDATES]** Due to COVID outbreak in mid-March and subsequent shutdowns, TOURISM Santa Fe was forced to adjust our **paid media advertising campaigns and promotions**.

### **Phase 1: Immediate Response Plan**

**Timeline:** April 13 through May 17

**Objective:** Keep the TOURISM Santa Fe Brand top of mind.

**Strategy:** Immediate plan focused on general brand awareness in our core drive markets of Austin, CO. Springs, Dallas-Ft. Worth, Denver, Houston, Oklahoma City, Phoenix and Tucson with appropriate media weight and messaging acknowledging the current climate. Tactics to include Facebook, Instagram, Pinterest, YouTube, GDN, The Trade Desk (Display & CTV) and SEM.

### **Phase 2: Re-Engagement Plan**

**Approximate Timeline:** May 18 - June 30

**Objective:** Build on top of mind awareness to capture those making their first travel plans post COVID-19.

**Strategy:** Re-engage our core drive markets to reestablish awareness and inspire future trip planning post-COVID-19. Tactics to include Facebook, Instagram, Pinterest, YouTube, GDN, The Trade Desk (Display & CTV) and SEM.

### **Phase 3: In-State Tourism Campaign**

**Approximate Timeline:** July 1 – Current Day

**Objective:** The State of New Mexico issued an ordinance requiring all visitors to quarantine for 14 days following their arrival in the state. This ordinance forced Santa Fe to pause the phase 2 media in-market and pivot our messaging and targeting approach. This time, TOURISM Santa Fe set its sights on its in-state travelers who, just like the rest of the country are travel-starved and eager to experience something that feels completely different.

**Strategy:** Generate awareness and drive overnight stays by exclusively reaching New Mexico Residents

- Identify sufficient media weights and shift Phase 2 budgets to target
- New Mexicans across Display and Social
- Focus on mid-to-lower-funnel tactics to drive short-term visitation
- Optimize campaigns to drive quality landing page views
- Targeting will exclude an approximate 60-mile radius around Santa Fe and McKinley and San Juan counties
  - Targeting 40+ miles to capture more overnight stays
  - High number of COVID-19 cases in McKinley and San Juan counties

#### **Phase 4: FY21 Long-Term Plan**

**Approximate Timeline:** October 1

**Objective:** Develop plan focused on elevating the conversation from Phase 2 and 3 and focusing on recovery with messaging that inspires in-state, drive markets, and eventually opportunity markets (fly) to visit Santa Fe.

## **2. [RESERVE YOUR SPOT] Advertise in the 2021 Santa Fe Visitors Guide**

We at TOURISM Santa Fe are committed to keeping Santa Fe top of mind for our future visitors and top of mind when anyone is thinking of visiting one of the world's top destinations.

The annual **Santa Fe Visitors Guide**, in addition to our constantly evolving web site, [www.santafe.org](http://www.santafe.org), is paramount in reaching future guests. Guides are distributed to individual leisure guests, future group guests, Santa Fe businesses, and locations throughout the US where travelers are looking for inspiration for their next trip. It is also the primary response piece used for inquiries to both the city and county for information on Santa Fe.

The planning and design for the 2021 Visitors Guide has begun and we have a variety of advertising opportunities available. For more information, please download the [Media Kit](#) and the [Advertising Agreement](#) form for review. Keep in mind that we have an extensive [photo library](#) available to you for any needs you might have in designing and placing your advertisement.

If you have any questions, would like to discuss further, or would like additional information, please reach out at your convenience: [visitorsguidesales@santafe.org](mailto:visitorsguidesales@santafe.org), and one of our sales staff will get back to you.

## **3. [SUBMIT SURVEY] Lodging Guide and 2021 Event Updates Needed**

**Lodgers:** [Click here](#) to submit your property information for your free listing in the Lodging Guide. Completing this process ensures that your property's information in the Visitors Guide is up to date and accurate. If you represent more than one property, please fill out one survey for each property. If you do not respond, we will publish the information that was listed in the [2020 Visitors Guide](#).

**Annual Events:** [Click here](#) to submit the dates for your 2021 Annual Events. Please fill out one form per event.

The deadline to submit your responses is **October 15, 2020**. If you have questions, contact us at [admin@santafe.org](mailto:admin@santafe.org).

#### 4. **[VIRTUAL EXPERIENCES & EVENTS PORTAL] TOURISM Santa Fe Continues to Build Upon “Dream Now, Visit Later” Virtual Portal**

Early on in the April, while most Americans were limited to traveling the world through their screens amid the COVID-19 pandemic, TOURISM Santa Fe developed *Dream Now, Visit Later* – a digital hub offering interactive and immersive **virtual experiences** representative of the destination.

Aimed at providing a variety of experiences to be enjoyed from one’s own home, activities ranged from online cooking classes to virtual painting classes, and even yoga lessons. Also featured are various activities pertaining to wellness, history, culture, and art.

Due to ongoing travel restrictions, and events being forced to adopt virtual audiences, TSF continues to build upon this platform to generate awareness for events like The Burning of Zozobra and the Santa Fe Wine & Chile Fiesta to name a few.

- **The portal launched with 40 experiences on April 17.** Since launch, TSF has added another 250+ experiences.
- [https://santafe.org/Santa\\_Fe\\_Virtual\\_Experiences/index.html](https://santafe.org/Santa_Fe_Virtual_Experiences/index.html)

#### 5. **[RE-OPENING INITIATIVES] Santa Fe Re-Opening News & Resources Page**

As we continue the process of re-opening our city, now more than ever, we are dedicated to helping visitors and residents alike feel confident and comfortable to travel safely to and within Santa Fe.

- TOURISM Santa Fe launched a new “[Santa Fe Re-Opening](#)” resource page on [santafe.org](http://santafe.org), which focuses on the most up to date information on what is opening and when. While some of our popular attractions remain closed or at limited-capacity, we have also highlighted a list of [25 Things To Do in Santa Fe This Summer](#).
- Additionally, we continue to work closely with our business partners, monitoring the new safety procedures and practices being implemented within restaurants, accommodations, attractions, and venues. The page also contains resources for local businesses – such as the industry-specific COVID-Safe Practices , the [New Mexico Safe Promise initiative](#), and information about the New Mexico Restaurant Association’s Restaurant Promise.

## 6. **[NEW MEXICO TOURISM RECOVERY READINESS INITIATIVE] TOURISM Santa Fe participates in New Mexico Tourism Department (NMTD) CoOp Marketing Programs**

As an FY21 Cooperative Marketing Program applicant, TSF was invited to participate in the State's brand new 100% funded Recovery Readiness initiatives. All programs are fully funded by NMTD and include the following initiatives:

- **Grow with Google - Google DMO Partnership**
  - Audit, activation, and training components that will benefit local destination marketing organizations by enhancing their online reputations and search functionality across Google's travel planning products.
- **Google DMO 360 and Street View (\$8,900 Value)**
  - Grow Virtual Tourism: Escalate the vibrancy of New Mexico communities across Google's products with high-quality, immersive 360 Virtual Tours of key locations.
  - Update Google Street View, with priority on tourism-related areas that Google has never covered or are more than three years old.
- **COVID-Safe Video and Photo Production (9,350 Value)**
  - Create updated creative assets to inspire future travel for use on social/owned media/websites with adherence to CSPs
  - 1-day shoot; 3 video vignettes (:06-:10 each, no audio, for use on web & social)
  - + 10 still photo selects with full release for use by partner
- **Written Article Creation (\$3,000 Value)**
  - Create updated creative assets to inspire future travel for use on social/owned media/websites
  - Two custom 500-750-word articles by New Mexico Magazine writers
  - Posting on NewMexico.org Venturesome Traveler blog (for sharing across partner social channels)

## HIGHLIGHTS

---

### Santa Fe Margarita Trail

---

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

#### Cumulative Totals (as of 9/15/2020)

- 6,964 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,413 paper Passports have sold at our Visitor Centers and by partners
- 4,340 T-shirts that have been redeemed by Passport holders earning 5 stamps

- 205 people are members of the Margarita Society
- 261 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 161 Bartender Kits have been redeemed by Passport holders

#### **Public Relations (as of 9/15/2020)**

- 7 Press Releases
- 296 Journalist have experienced the Trail
- \$7,655,221 amount of earned media

#### **Social Media (as of 9/15/2020)**

- 543 Total Social Media Posts. This includes the following new posts since the last report: 2 Facebook, 2 Twitter.

## **MONTHLY METRICS**

---

### **WEBSITE & NEWSLETTERS**

---

#### **August 2020 Performance Metrics**

##### Visits

- Total Sessions 69,371 (38.0% decrease Y/Y)
- Unique Users 56,905 (35.0% decrease Y/Y)
- Pages per Session 1.87 (14.0% decrease Y/Y)
- Average Time on Site 1:57 (21.5% decrease Y/Y)
- Conversion Rate 8.6% (17.8% decrease Y/Y)

##### Visitor Gender

- 58.4% Female (2.0% decrease Y/Y)
- 41.6% Male (3.9% increase Y/Y)

##### Visitor Age

- 9.7% 18 - 24 (221.9% increase Y/Y)
- 20.0% 25 - 34 (1.3% increase Y/Y)
- 14.2% 35 - 44 (7.6% decrease Y/Y)
- 16.6% 45 - 54 (4.3% increase Y/Y)
- 21.0% 55 - 64 (6.7% decrease Y/Y)
- 18.5% 65+ (14.4% decrease Y/Y)

##### Newsletters

- TOURISM Santa Fe Marketing Report
  - Sent: 08/13/2020

- Number sent: 1,169
- Number opened: 434
- Open rate: 37.1%

†Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

## SOCIAL MEDIA

---

### Summary

The continued COVID 19 outbreak and quarantine led to less than usual posting volume, though strong UGC continued to do most of the heavy lifting. Facebook metrics remained mostly flat, while Twitter saw strong growth in engagement and impressions. Instagram growth remained steady, with a 2.4% increase in followers M/M. Pinterest organic impressions dropped 1.8% M/M. YouTube Subscribers crept up .7% M/M, while video views dropped 97.8% M/M as YouTube paid advertising was scaled back.

### Facebook

---

#### August 2020 Performance Metrics

- Total Page Followers: 77,006 (.35% increase M/M)
- People Talking About This (PTAT): 15,350 (8.8% decrease M/M)
- Engagement: 32,199 (2.6% decrease M/M)
- Top Ranking Post: “Even the lighting is one-of-a-kind. #TheCityDifferent Photo: @airscloudsantafe”
  - Reactions: 3557
  - Comments: 253
  - Reach: 29,544

### Twitter

---

#### August 2020 Performance Metrics

- Followers: 15,443 (.3% increase M/M)
- Monthly Impressions: 54,300 (20.4% increase M/M)
- Engagement: 993 (23.5% increase M/M)
- Top Ranking Post: “There is something magical about Santa Fe #TheCityDifferent | SantaFe.org Photo:@rolandpabst”
  - Impressions: 1867
  - Retweets: 1
  - Total engagements: 166

### Instagram

---

#### August 2020 Performance Metrics

- Followers: 36,371 (2.4% increase M/M)

- Top Performing Post: “Even the lighting is one-of-a-kind. #TheCityDifferent | SantaFe.org  
Photo: @airscloudsantafe”
  - Likes: 3014

## Pinterest

---

### August 2020 Performance Metrics

- Organic Impressions: 44150 (1.8% decrease M/M)

## YouTube

---

### August 2020 Performance Metrics

- Subscribers: 710 (.7% increase M/M)
- Views: 2028 (97.8% decrease M/M)

## Santa Fe Insider Blog

---

### August 2020 Performance Metrics

- Total Blog Views: 6448 (35.8% decrease M/M)
- Average Time on Blog: 2:42 minutes (1.25% increase M/M)

### August Blog Posts

#### **[Join Thousands As We Gather \(Virtually\) To Actually Burn Zozobra and Our 2020 Gloom](#)**

- Published August 17, 2020
- Views: 317

### Top 5 Viewed Blog Posts in August

#### **[Hiking Trails You Can Access From Santa Fe](#)**

- Posted October 31, 2019
- Views: 765

#### **[Welcome Back - 25 Things to do in Santa Fe This Summer](#)**

- Published June 10, 2020
- Views: 632

#### **[A Day Trip to Chimayo from Santa Fe](#)**

- Posted September 1, 2015
- Views: 484

#### **4 Don't Miss Trails in Santa Fe County**

- Posted March 19, 2019
- Views: 473

#### **11 Surprising Facts about Santa Fe, NM**

- Posted February 13, 2020
- Views: 431

## **PUBLIC RELATIONS**

---

### **Summary**

---

During the month of August, earned media and media impressions were slightly lower when compared to August 2019. It is important to note a large number of articles resulting from the IFWTWA conference were calculated in August 2020, despite many publishing in late 2019 and early 2020. Due to the smaller nature of most of the outlets, they were not captured via the typical search tools the team has in place and we only became aware of them due to a report from IFWTWA.

The PR team continued to see notable results from major travel publications such as Travel + Leisure, MSN and Forbes, most of which came as a result of media hosted prior to COVID-19. In addition, at the beginning of the month, the team aided in securing coverage and coordinating an interview with Kimberly Peone for Santa Fe's Virtual Indian Market in Cowboys & Indians.

With the 14-day quarantine guidelines currently in effect in Santa Fe and overall obstacles resulting from COVID-19, tactics including hosting media and conducting desk side tours remain on hold.

### **Performance Metrics**

---

#### **August 2020**

- Pitches: 80 (110% increase Y/Y)
- Press Releases: 0 (100% decrease Y/Y)
- Media Visits: 0 (100% decrease Y/Y)
- Media Contacts: 250 (43% increase Y/Y)
- Earned Media: \$ 1,397,414 (3% decrease Y/Y)
- Total Impressions: 69,907,650 (67% increase Y/Y)

#### **Year to Date 2020**

- Pitches: 749 (42% increase Y/Y)

- Press Releases: 5 (44% decrease Y/Y)
- Media Visits: 27 (48% decrease Y/Y)
- Media Contacts: 1,762 (37% increase Y/Y)
- Earned Media: \$ 11,797,310 (4% decrease Y/Y)
- Total Impressions: 723,094,111 (47% decrease Y/Y)

## Visiting Press

---

Due to the travel restrictions in place from the COVID-19 pandemic, media visits are on hold until conditions improve. The team plans to target the months of October and November to resume media visits.

## MEDIA PLACEMENTS – ADVERTISING

---

### PRINT

New Mexico Magazine  
 Target Market: New Mexico  
 Flight Dates: August 2020  
 Impressions: 70,000  
 Media Spend: \$2,939



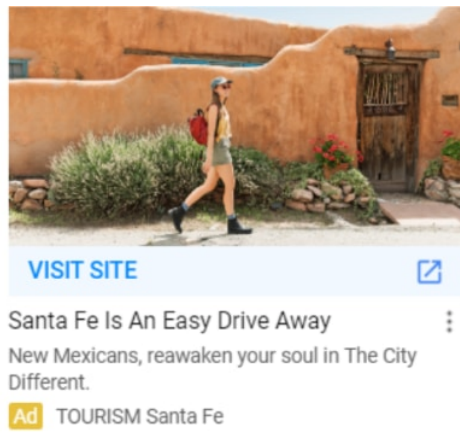
### DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

New Mexico Magazine  
 Weekly e-Newsletters  
 Target Market: New Mexico  
 Flight Dates: 8/7/20, 8/14/20, 8/21/20, 8/28/20  
 Impressions: 30,742  
 Media Spend: Added Value



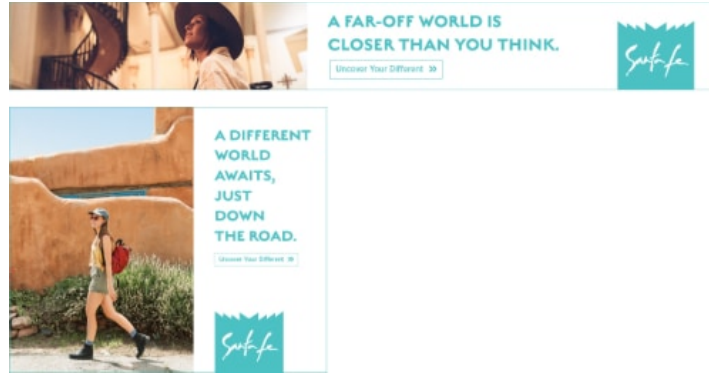
Google Display Network & Discovery Ads

Target Markets: New Mexico  
Flight Dates: 8/1/20 - 8/31/20  
Impressions: 310,066  
Media Spend: \$3,025.40



The Trade Desk New Mexico In-State

Standard Display & Remarketing  
Target Market: New Mexico  
Flight Dates: 8/1/20 - 8/31/20  
Impressions: 2,530,708  
Media Spend: \$6,348.28



## Facebook & Instagram

### Image Ads

Target Markets: New Mexico

Flight Dates: 8/1/20 - 8/31/20

Impressions: 565,670

Media Spend: \$ 1,797.28



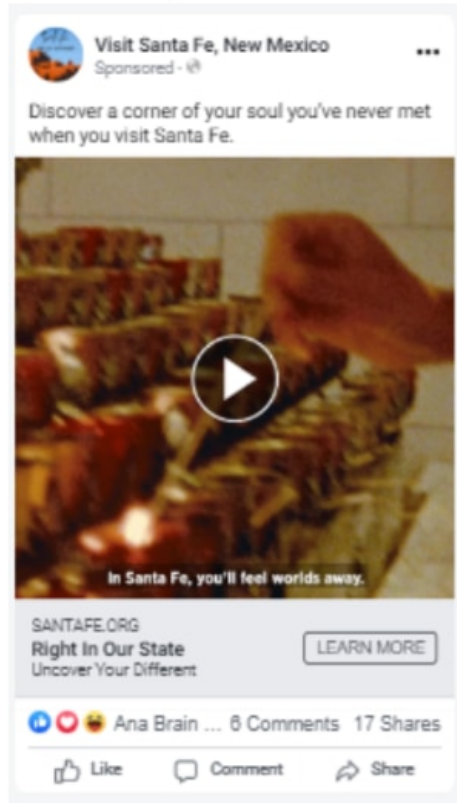
### Video Ads

Target Markets: New Mexico

Flight Dates: 8/1/20 - 8/31/20

Impressions: 319,910

Media Spend: \$ 2,690.62

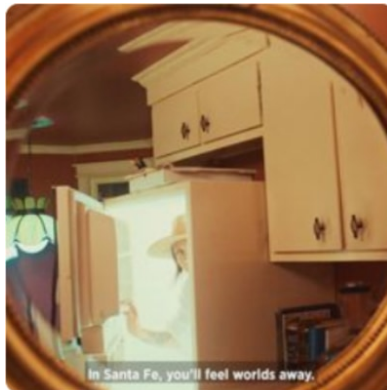


Pinterest  
Image Ads  
Target Markets: New Mexico  
Flight Dates: 8/1/20 - 8/31/20  
Impressions: 82,755  
Media Spend: \$914.36



**A different world awaits, right d...**

Video Ads  
Target Markets: New Mexico  
Flight Dates: 8/1/20 - 8/31/20  
Impressions: 67,388  
Media Spend: \$983.77



**▶ Discover a corner of your so...**

## **SEM**

Google Search  
Target Markets: National  
Flight Dates: 8/1/20 - 8/31/20  
Impressions: 100,110  
Media Spend: \$3,518.75

Bing Search

Target Markets: National  
Flight Dates: 8/1/20 - 8/31/20  
Impressions: 9,728  
Media Spend: \$432.35

## **MEETINGS & GROUPS**

SEM  
Google Search  
Target Markets: National  
Flight Dates: 8/1/20 - 8/31/20  
Impressions: 1,001  
Media Spend: \$75.41