

PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

Written Public Comment: Members of the public may submit written comments on legislation by clicking on the comment bubble to the right of the meeting on the public portal at <https://santafe.primegov.com/public/portal> three hours prior to the start of the meeting.

The agenda and packet for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. OTAB Minutes – October 28, 2022 (no November meeting)
5. **PRESENTATION**
 - a. Lodger’s Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@innrosewoodhotels.com)
 - b. Lodger’s Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. **ACTION ITEMS**
7. **MATTERS FROM STAFF**

- a. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- b. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

10. **NEXT MEETING: Friday, December 30, 2022**

11. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 28, 2022

1. **CALL TO ORDER**

Meeting called to order at 10:08AM

2. **ROLL CALL**

Members Present:

Chair Rik Blyth
Member Bonnie Bennett
Member Carlos Medina
Member Lutz Arnhold

Members Excused:

Member Ray Sandoval

Others Attending:

Randy Randall, Tourism Director
Shirley Spencer, Clerk
Jordan Guenther, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member Medina moved, seconded by Member Bennett, to approve the agenda as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Chair Blyth, Member Bennett, Member Medina, Member Arnhold

Against: None

Abstain: None

4. **APPROVAL OF MINUTES**

- a. OTAB Minutes August 26, 2022 (no Sept. 2022 meeting)



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 28, 2022

MOTION: Member Arnhold moved, seconded by Member Bennett, to approve the minutes as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Chair Blyth, Member Bennett, Member Medina, Member Arnhold

Against: None

Abstain: None

5. PRESENTATION

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@innrosewoodhotels.com)
- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- c. OTAB Funding Reveiw Results (Randy Randy, TSF Executive Director, rrandall@santafenm.gov)

6. MATTERS FROM STAFF

- a. TSF Sales Report (David Carr, dacarr@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, Director of Marketing, jguenther@santafenm.gov)
- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

7. MATTERS FROM THE BOARD

8. MATTERS FROM THE PUBLIC



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 28, 2022

9. **NEXT MEETING: December 30 2022**

Next Meeting is December 9, 2022 10AM in person

10. **ADJOURN**

Meeting Adjourned at 10:42AM

Shirley Spencer

Liaison

Chair

STATISTICS REPORT

MONTH October	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	76.8%	79.0%	78.0%	77.5%	-1.2%	1.5%
Downtown	81.7%	80.4%	84.2%	80.7%	-2.5%	-0.3%
Cerrillos Road	76.6%	77.5%	80.2%	73.4%	-3.6%	4.1%
Periphery	67.0%		62.9%		4.1%	
County		77.2%		75.7%		1.5%
AVERAGE RATE						
City Wide	223.02	209.84	201.08	189.16	21.94	20.68
Downtown	306.77	295.69	267.88	262.72	38.89	32.97
Cerrillos Road	144.68	129.17	131.14	117.70	13.54	11.47
Periphery	172.01		163.19		8.82	
County		220.83		200.25		20.58
REVPAR						
City Wide	171.25	165.69	156.75	146.55	14.50	19.14
Downtown	250.77	237.69	225.64	212.11	25.13	25.58
Cerrillos Road	110.83	100.13	105.36	86.36	5.47	13.77
Periphery	115.33		102.72		12.61	
County		170.39		151.60		18.79
LODGER'S TAX - September						
Hotels		\$1,472,285		\$1,328,221		\$144,064
Short Term Rentals		\$395,733		\$355,875		\$39,858
Total		\$1,868,018		\$1,684,096		\$183,922

YEAR TO DATE October					VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	68.1%	68.5%	59.2%	61.1%	8.9%	7.4%
Downtown	68.0%	67.3%	60.6%	59.3%	7.4%	8.0%
Cerrillos Road	71.1%	69.2%	62.1%	62.1%	9.0%	7.1%
Periphery	63.5%		51.4%		12.1%	
County		68.2%		60.6%		7.6%
AVERAGE RATE						
City Wide	\$201.45	\$189.37	\$168.91	\$158.00	\$32.54	\$31.37
Downtown	\$281.15	\$272.14	\$236.82	\$231.58	\$44.33	\$40.56
Cerrillos Road	\$127.43	\$118.45	\$104.00	\$95.40	\$23.43	\$23.05
Periphery	\$170.78		\$150.87		\$19.91	
County		\$201.31		\$167.95		\$33.36
REVPAR						
City Wide	\$137.25	\$130.46	\$99.94	\$96.57	\$37.31	\$33.89
Downtown	\$191.31	\$183.09	\$143.51	\$137.27	\$47.80	\$45.82
Cerrillos Road	\$90.62	\$82.02	\$64.62	\$59.20	\$26.00	\$22.82
Periphery	\$108.42		\$77.53		\$30.89	
County		\$137.21		\$101.70		\$35.51
Tax FY through October (est) - 4 months						
Hotels		\$5,972,437		\$5,258,159		\$714,278
Short Term Rentals		\$1,627,258		\$1,335,033		\$292,225
Total		\$7,599,695		\$6,593,192		\$1,006,503

12.1%
13.5%
11.4%

19.9%
17.5%
24.2%

35.1%
33.4%
38.5%

15.3%



**OTAB Marketing Report
November 2022
Reporting for December 9, 2022 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for October and November

1. **[TRAVEL + LEISURE WORLD'S BEST AWARDS]** Ballots for the T+L annual survey are live!

Ballots for T + L's annual [World's Best](#) readers' survey are now live online.

- **Best Cities** – Santa Fe
- **Best Hotels** – Antigua Inn, Bishop's Lodge, Eldorado Hotel & Spa, Four Seasons Resort Rancho Encantado, Hotel Santa Fe, Inn and Spa at Loretto, Inn of the Fives Graces, Inn on the Alameda, La Fonda on the Plaza, La Posada de Santa Fe, Rosewood Inn of the Anasazi
- **Best Destination Spas** – Ojo Caliente Mineral Springs, Ojo Santa Fe Spa Resort, Ten Thousand Waves

Voting is live through end of February 2023.

2. **[ATTN: RETAILERS]** Santa Fe Marketplace Push for Holiday Shopping Season

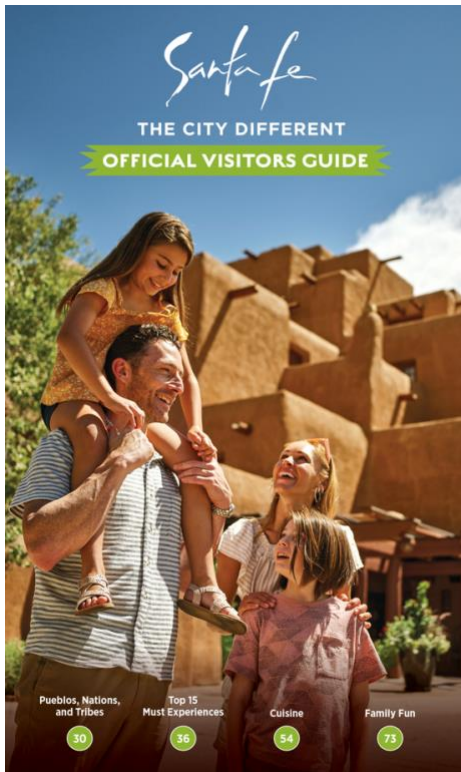
Tourism Santa Fe and the Chamber of Commerce continue to grow and promote the Santa Fe online marketplace that creates a unique shopping experience for both locals and tourists wanting to shop local in Santa Fe.

With online commerce becoming essential to local retail survival, we recognize how important e-commerce readiness is for our community. It's critical that we continue to have a platform for locals and tourists to shop locally from the comfort of their home. Reminder, there's no commission fee on the website, so aside from credit card processing fees, every dollar on the site goes back to local businesses.

Check out all the great local products at santafemarketplace.com.

3. **[2023 SANTA FE VISITORS GUIDE] Wrapping up Production this month!**

Production on the 2023 Official Santa Fe Visitors Guide is nearly complete and we plan on shipping the Guide to the printer by the end of December. Expected delivery date will be late January, early February 2023.



4. **[2023 SANTA FE DINING GUIDE] Kicking off production of the 2nd annual Santa Fe Dining Guide**

TOURISM Santa Fe is excited to kick off its 2023-24 Santa Fe Dining Guide! In its second year, our popular, user-friendly menu magazine will feature even more participating Santa Fe restaurants through your signature dishes, your gorgeous imagery, and the special hallmarks that set Santa Fe apart.

The 2023-23 Santa Fe Dining Guide will be available in our Visitor Centers, hotels, and other high-traffic areas by May 2023. It will also be available digitally on santafe.org, santafenm.gov, santafe.com, santafechamber.com, santafenewmexican.com, as well as other popular websites our visitors use in planning their visits to Santa Fe.

- **Pricing to participate remains the same: Restaurants reserve either a full-page menu feature for \$500 or a double-page menu feature for \$900. (Requests honored in the order received.)**
- **Restaurants can submit their signature menus and imagery, and our design and marketing team creates the menu feature.**
- **Restaurants approve the final layout.**

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

October 2022

- 15,318 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 15,693 paper Passports have been purchased at our Visitor Centers and by partners
- 6,211 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 360 members of the Margarita Society who have earned 10 or 15 stamps.
- 327 margarita lovers have earned a free autographed copy of The Great Margarita Book by Al Lucero by earning 20 stamps.
- 204 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

Public Relations

- 7 Press Releases
- 355 Journalist have experienced the Trail
- \$10,663,395 amount of earned media

Social Media

- 612 Total Social Media Posts

Santa Fe Retail Marketplace

The TSF team continues to work with the *Shop Where I Live* team to maximize efficiencies and develop additional promotional campaigns to support the Santa Fe Marketplace.

Cumulative Totals

October 2022

- Total Sales: \$30,862
- Businesses: 94
- Items Sold: 362
- Total Orders: 260
- Published Products: 1,025

MONTHLY METRICS

WEBSITE & NEWSLETTERS

October 2022 Website Performance Metrics

VISITS:

- Total Sessions 159,132 (3.1% increase Y/Y)
- New Users 112,992 (5.3% decrease Y/Y)
- Pages per Session 1.95† (49.4% decrease Y/Y)
- Average Time on Site 2:01† (57.8% decrease Y/Y)
- Conversion Rate 18.66% (34.1% increase Y/Y)

VISITOR GENDER:

- 61.2% Female
- 38.7% Male

VISTOR AGE:

- 9.8% 18-24
- 16.2% 25-34
- 19.3% 35-44
- 18.9% 45-54
- 19.3% 55-64
- 16.6% 65+

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 10/12/22
- Sent: Number sent: 1,514
- Number opened: 566
- Open rate: 37.4%

Newsletter - Consumer

SANTA FE MARKETPLACE

The monthly [Santa Fe Marketplace](#) newsletter is distributed the first Wednesday of each month to our consumer database, and highlights seasonal Santa Fe vendor's products and categories promoted and sold through the Santa Fe Marketplace.

Free Shipping from Santa Fe to you!

<https://mailchi.mp/santafe/free-shipping-from-santa-fe-to-you-7510826>

- Send Date: 10/19/22
- Subscribers: 18,298
- Number Opened: 7,099
- Open Rate: 38.8%
- CTR: 4.5

SANTA FE SCOOP

Santa Fe Scoop, our monthly consumer awareness newsletter distributed at the end of each month, informs and inspires potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more!

Fall in Love with Santa Fe in September

<https://mailchi.mp/santafe/get-the-scoop-on-july-in-santa-fe-7510802>


- Send Date: 10/26/22
- Subscribers: 53,120
- Number Opened: 16,651
- Open Rate: 31.3%
- CTR: 2.6%

SOCIAL MEDIA

Summary

Facebook page followers grew 0.3% M/M. Engagement was down 38.3% M/M. Instagram followers increased .2% M/M, with a 17% M/M decrease in engagement. Twitter impressions and engagement were down 38.3% M/M and 33.3% M/M respectively. Pinterest organic impressions were down 18.2% M/M. YouTube saw a slight growth in followers and while views increased 12.8% M/M with an increased paid presence

October 2022 Performance Metrics

- Total Page Followers: 87,275 (0.3% increase M/M)
- Engagement: 15,661 (38.3% decrease M/M)
- **Top Ranking Post:**
 - Reactions: 1,856
 - Comments: 80
 - Reach: 65,486
 - “325 sunny days a year.
[#TheCityDifferent](#) | SantaFe.org
: @britt.kay.beck”

Twitter

- Followers: 16,392 (0.6% decrease M/M)
- Monthly Impressions: 9,200 (38.3% decrease M/M)

- Engagement: 326 (33.3% decrease M/M)
- **Top Ranking Post:**
When things cool off, we look for a blanket of gold.
[#TheCityDifferent](#) | <http://SantaFe.org>
📷: @graysonmkemp
Impressions: 745
Retweets: 6
Total engagements: 56

Instagram

- Followers: 55,322 (0.2% increase M/M)
- Engagement: 13,899 (14% decrease M/M)
- **Top Performing Post:**
“When things cool off, we look for a blanket of gold.
[#TheCityDifferent](#) | SantaFe.org
📷: @graysonmkemp
Likes: 3,227

Pinterest

- Organic Impressions: 30,371 (18.2% decrease M/M)

YouTube

- Subscribers: 861 (0.8% increase M/M)
- Views: 229,225 (12.8% increase M/M)

Santa Fe Insider Blog

October 2022 Performance Metrics

- Total Blog Views: 38,878 (9.1% decrease M/M)
- Average Time on Blog: 3:24 minutes (no change M/M)

October 2022 Blog Posts

Five Things To Do During Your Santa Fe Thanksgiving Weekend

- Updated October 20, 2022
- Views: 1,168

8 of Santa Fe's Best November Events

- Updated October 20, 2022
- Views: 2,296

Top 5 Viewed Blog Posts in October

11 Surprising Facts about Santa Fe, NM

- Updated September 2, 2022
- Views: 4,065

25 Things to Do in Santa Fe

- Updated August 26, 2022
- Views: 3,581

Fall for These 11 October Events in Santa Fe

- Updated September 13, 2022
- Views: 3,490

Hiking Trails You Can Access From Santa Fe

- Updated April 14, 2022
- Views: 2,313

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 2,297

PUBLIC RELATIONS

Summary

October 2022 was another big month for national media accolades highlighting Santa Fe, with the announcement of Santa Fe claiming the #3 spot on the Best Small Cities in the U.S. on the annual **Condé Nast Traveler** Reader's Choice Awards and two Santa Fe restaurants ranking in the top 15 on the **TripAdvisor** 2022 Traveler's Choice list of "Best Fine Dining Restaurants — United States."

This month the public relations teams' efforts were focused on promoting fall in Santa Fe, as well as, generating interest in future press trips for winter and early 2023. The team also built out pitching strategy for winter and ski season 22/23 and is preparing significant outreach themed around Santa Fe's unique holiday traditions and skiing experience.

Performance Metrics

October 2022 Numbers (YOY, vs October 2021)

- Pitches: 93 (increase 6.8% Y/Y)
- Press Releases: 0 (decrease 100% Y/Y)
- Media Visits: 5 (increase 150% Y/Y)
- Media Contacts: 208 (increase 4% Y/Y)
- Earned Media: \$594,429 (decrease 82% Y/Y)
- Total Impressions: 65,656,346 (decrease 86% Y/Y)
- HARO submissions: 2

Year-to-Date 2022 (vs YTD 2021)

- Pitches: 1,353 (increase 28% Y/Y)
- Press Releases: 0 (decrease 100% Y/Y)

- Media Visits: 39 (increase 144% Y/Y)
- Earned Media: \$5,516,123 (decrease 43% Y/Y)
- Total Impressions: 767,513,916 (decrease 36% Y/Y)
- HARO submissions: 7

MEDIA PLACEMENTS – ADVERTISING

October 2022 Performance Metrics

- Total Spend: \$182,629.49 (35.6% increase Y/Y)
- Total Impressions: 16,823,078 (70.3% increase Y/Y)

October 2022 Media Campaigns

Traditional Media

- Impressions: 8,950,552 (179.86% increase Y/Y)
- Spend: \$128,759.84 (233.24% increase Y/Y)

Traditional Media Buys:

Print

- D Magazine (NMTrue Co-Op)
- Texas Monthly

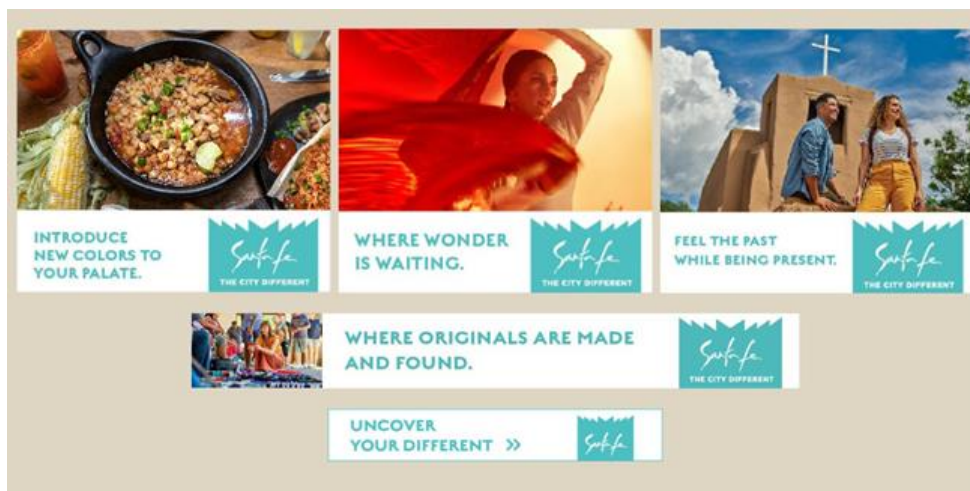
Interactive/Digital

- Artnews.com
- Austin Monthly: Sponsored Content
- Expedia
- Teads
- Travel Mindset: Influencer Campaign
- Travelzoo: Sponsored Gallery and Newsflash



Trade Desk

- Impressions: 2,326,673 (14.22% decrease Y/Y)
- Spend: \$4,583.30 (14.69% decrease Y/Y)



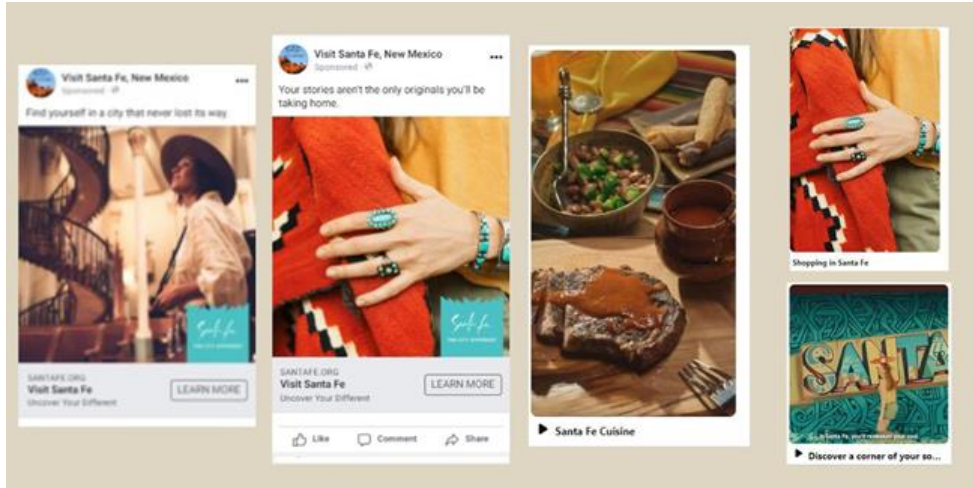
PAID SOCIAL MEDIA

Facebook

- Impressions: 1,054,444 (14.55% decrease Y/Y)
- Spend: \$13,714 (25.83% decrease Y/Y)

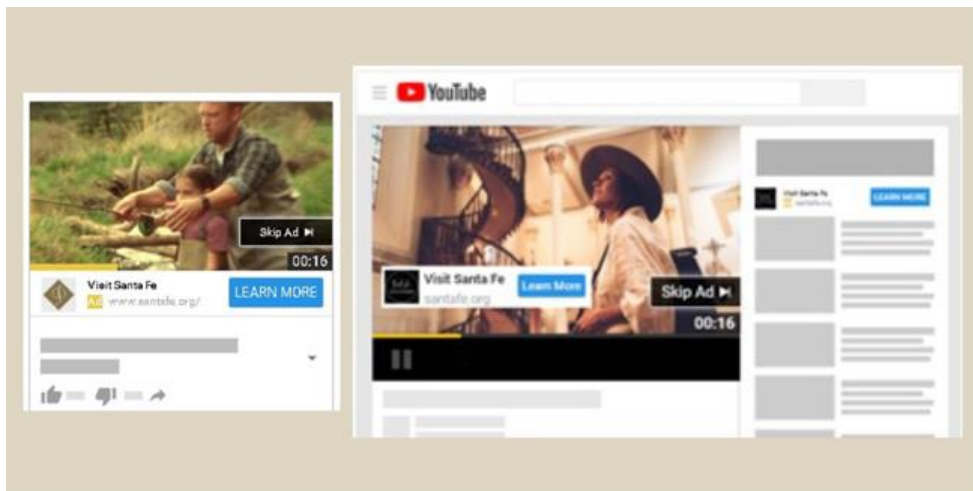
Pinterest

- Impressions: 366,720 (45.56% decrease Y/Y)
- Spend: \$4,253.10 (42.91% decrease Y/Y)



YouTube

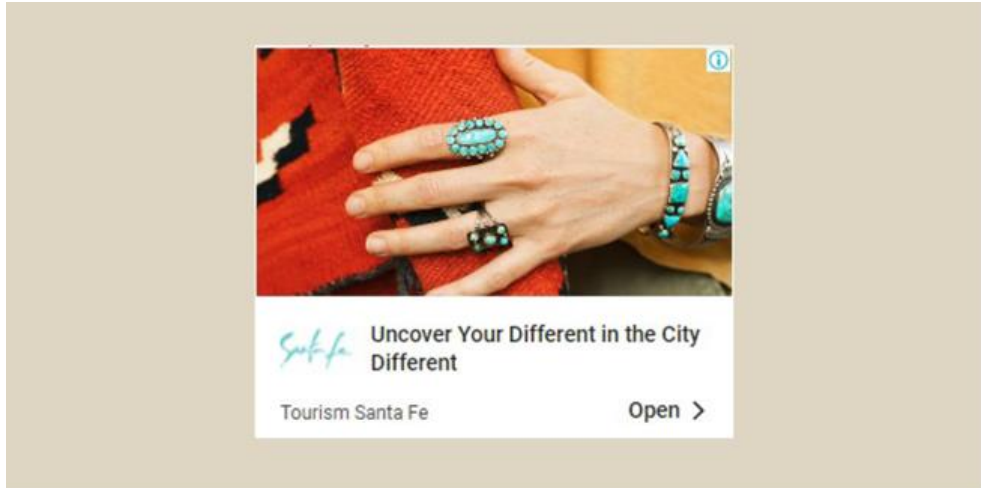
- Impressions: 1,116,681 (34.91% decrease Y/Y)
- Spend: \$8,756.84 (18.98% decrease Y/Y)



Google – Performance Max

(New media tactic. No Y/Y data available.)

- Impressions: 1,452,395
- Spend: \$1,476.34



PAID SEARCH

Google & Bing

- Impressions: 290,867 (36.12% decrease Y/Y)
- Spend: \$11,419.05 (44.34% decrease Y/Y)

MEETINGS & GROUPS

Search (Google)

- Impressions: 6,931 (118.57% increase Y/Y)
- Spend: \$863.99 (156.01% increase Y/Y)

