



City of Santa Fe

AGENDA

REGULAR MEETING OF
OCCUPANCY TAX ADVISORY
BOARD
JUNE 23, 2023
10:00 AM
VIRTUAL MEETING

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>.

Join on Zoom: <https://us02web.zoom.us/j/89557505445?pwd=U1ovV0dMTzIOME5wOVdwaVJuZkc5UT09>

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Minutes – April 28, 2023
 - b. Minutes – May 26, 2023 – Cancelled, no voting required

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 Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. 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, July 28, 2023**

11. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
APRIL 28, 2023

1. **CALL TO ORDER**

Meeting called to order at 10:04AM

2. **ROLL CALL**

Members Present:

Member Carlos Medina
Member Ray Sandoval
Member Lutz Arnhold

Members Excused:

Chair Rik Blyth
Member Bonnie Bennett

Others Attending:

Randy Randall, Tourism Director
Shirley Spencer, Clerk
David Carr, Attendee
Joy Rice, Attendee

3. **APPROVAL OF AGENDA**

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

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

For: Member Medina, Member Sandoval, Member Arnhold

Against: None

Abstain: None

4. **APPROVAL OF MINUTES**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
APRIL 28, 2023

- a. Minutes – March 24, 2023

MOTION: Member Sandoval moved, seconded by Member Medina, to approve the minutes as amended.

7. MATTERS FROM STAFF

- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenmgov)

Randy presented information on the Jazz Festival to be held September 14-17 as a part of the NM Jazz Festival held September 7-30. He suggested that this event would be good use of the balance of the OTAB Funding by offering a \$20,000 marketing sponsorship. The Jazz Festival will make a presentation followed by a vote at the April OTAB meeting. Members were asked to advise Randy of any other thoughts on the use of the funds prior to the April meeting.

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

For: Member Medina, Member Sandoval, Member Arnhold

Against: None

Abstain: None

5. PRESENTATION

- a. Art + Sol Final OTAB Funding Report (Andrea Cassutt, Emma Scherer, escherer@santafesymphony.org and Amy Iwano, iwano@performancesantafe.org)
- b. Lensic Performing Arts Center Presentation (Joel Aalberts, Executive Director, jaalberts@lensic.org)
- c. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director,



MINUTES

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lutz.arnhold@innrosewoodhotels.com)

- d. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. ACTION ITEMS

MOTION: Member Sandoval moved, seconded by Member Medina, to approve the use of OTAB Funds in the amount of \$25,000 toward the Jazz Festival to aid in their marketing efforts and will also help to offset expenses for the free events.

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

For: Member Medina, Member Sandoval, Member Arnhold

Against: None

Abstain: None

7. MATTERS FROM STAFF

- a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)

- b. TSF Marketing Report (Jordan Guenther, TSF Director of Marketing, jguenther@santafenm.gov)

Joy Rice, TSF Marketing Manager presented on behalf of Jordan Guenther, TSF Marketing Director.

- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

8. MATTERS FROM THE BOARD



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9. **MATTERS FROM THE PUBLIC**
10. **NEXT MEETING: May 26 2023**
11. **ADJOURN**

Meeting Adjourned at 10:59

Shirley Spencer

Liaison

Chair

STATISTICS REPORT

MONTH May	CURRENT		LAST YEAR		VAR	VAR	STR
	RMLR	STR	RMLR	STR	RMLR	STR	
OCCUPANCY							
City Wide	72.1%	72.1%	76.9%	77.5%	-4.8%	-5.4%	-7.0%
Downtown	72.5%	72.3%	72.7%	73.4%	-0.2%	-1.1%	-1.5%
Cerrillos Road	77.0%	71.4%	85.3%	79.4%	-8.3%	-8.0%	-10.1%
Periphery	63.2%		72.3%		-9.1%		
County		70.2%		75.9%			-5.7%
AVERAGE RATE							
City Wide	\$192.32	\$179.50	\$196.06	\$175.66	-3.74	3.84	2.2%
Downtown	\$267.24	\$252.77	\$277.08	\$252.30	-9.84	0.47	0.2%
Cerrillos Road	\$125.42	\$111.12	\$126.97	\$116.25	-1.55	-5.13	-4.4%
Periphery	\$153.23		\$165.78		-12.55	0.00	
County		\$193.09		\$187.25			5.84
REVPAR							
City Wide	\$138.58	\$129.43	\$150.52	\$136.21	-11.94	-6.78	-5.0%
Downtown	\$193.65	\$182.71	\$201.39	\$185.28	-7.74	-2.57	-1.4%
Cerrillos Road	\$96.57	\$790.29	\$108.33	\$92.30	-11.76	697.99	756.2%
Periphery	\$96.84		\$119.79		-22.95		
County		\$135.60		\$142.20			-6.60
LODGER'S TAX - April							
Hotels		\$935,805		\$1,023,690		(\$87,885)	
Short Term Rentals		\$316,673		\$342,853		(\$26,180)	
Total		\$1,252,478		\$1,366,543		(\$114,065)	-8.3%

YEAR TO DATE May					VAR	VAR	STR
	RMLR	STR	RMLR	STR	RMLR	STR	
OCCUPANCY							
City Wide	64.5%	64.6%	59.4%	60.8%	5.1%	3.8%	6.3%
Downtown	67.0%	67.2%	59.6%	59.6%	7.4%	7.6%	12.8%
Cerrillos Road	68.3%	61.7%	61.7%	60.3%	6.6%	1.4%	2.3%
Periphery	53.2%		55.4%		-2.2%		
County		62.8%		60.1%		2.7%	4.5%
AVERAGE RATE							
City Wide	\$172.21	\$157.90	\$174.21	\$154.09	-\$2.00	\$3.81	2.5%
Downtown	\$228.94	\$213.37	\$243.87	\$223.04	-\$14.93	-\$9.67	-4.3%
Cerrillos Road	\$115.15	\$99.75	\$104.36	\$95.57	\$10.79	\$4.18	4.4%
Periphery	\$147.28		\$161.55		-\$14.27		
County		\$168.65		\$165.53		\$3.12	
REVPAR							
City Wide	\$111.07	\$101.94	\$103.56	\$93.71	\$7.51	\$8.23	8.8%
Downtown	\$153.44	\$143.46	\$145.36	\$132.90	\$8.08	\$10.56	7.9%
Cerrillos Road	\$78.67	\$61.50	\$64.42	\$57.63	\$14.25	\$3.87	6.7%
Periphery	\$78.51		\$89.44		-\$10.93		
County		\$105.90		\$99.46		\$6.44	6.5%
r's Tax FY through April - 10 months							
Hotels		\$11,124,690		\$9,899,093		\$1,225,597	
Short Term Rentals		\$3,398,269		\$2,946,804		\$451,465	
Total		\$14,522,959		\$12,845,897		\$1,677,062	13.1%

TOURISM SANTA FE

May 2023 OTAB Report Sales Report June 23, 2023

May 2023 Leads:

- 30 total leads requiring sleeping rooms
- 11,536 total room nights sent via leads

May 2023 Confirmed Bookings:

- 2 Definite Bookings
- 120 Definite Room Nights
- 21 Definite SFCCC space only events

May 2022 Leads:

- 31 total leads requiring sleeping rooms
- 10,846 room nights sent via leads

May 2022 Confirmed Bookings:

- 5 Definite Bookings
- 1,109 Definite Room Nights

2023 YTD Leads:

- 137 total leads requiring sleeping rooms
- 46,625 total room nights sent via leads

2023 YTD Definite:

- 41 Definite Booking
- 12,905 Definite Room Nights
- 72 Definite SFCCC space only events

2022 YTD Leads:

- 115 total leads requiring sleeping rooms
- 37,902 total room nights sent via leads

2022 YTD Definite:

- 22 Definite Booking
- 5,340 Definite Room Nights



**OTAB Marketing Report
May 2023
Reporting for June 23, 2023 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for May and June

1. [ART WEEK RETURNS] Santa Fe Art Week Returns July 7-16!

The experiences of Art Week will highlight the best visual arts and special events our art community has to offer! Art Week is the week in-between IFAM and Art Santa Fe and you can participate with existing events you already have planned, such as a show, opening, live demo, tour, wine night or plan a new event that will highlight your gallery and artists.

Art strolls are planned from 5–7 pm in each art district during Art Week:

- Tuesday, July 11th - Downtown District
- Wednesday, July 12th - Railyard/Baca District
- Thursday, July 13th - Canyon Road District

There is no cost to participate!

- 2023 Art Week print program will be distributed around town and hotels.
- Event calendar listings on santafe.org/artweek.

2. [ORDER YOUR COPIES] Of the 2023-24 Santa Fe Dining Guide

The new [2023-24 Santa Fe Dining Guide](#) has arrived! This free menu magazine is designed to help visitors make informed decisions about not only their culinary journey, but about the businesses they'll explore.

This year's Guide features 58 restaurants and new partners such as the City of Santa Fe Water Conservation office who joined the Guide to raise awareness about their Waterwise dining program. Look for the Waterwise logo identifying restaurants that are certified in water conservation approaches to their business.

Also new this year, we are making it easier for visitors to find their next stop on the Santa Fe Margarita Trail. The Margarita Trail logo is featured on the participating establishment's page, along with the name of their special margarita.

Order **FREE** copies for your business today and have them available for your visitors this summer: <https://www.santafe.org/industry/dining-guide-bulk-orders/>



3. **[SURVEY]** We'd Love Your Feedback on the 2023 Official Santa Fe Visitors Guide

The [2023 Official Santa Fe Visitors Guide](#) has been circulating for nearly 6 months, and we'd love to know what you think. **Just 9 questions and 120 seconds of your time** will help improve this highly visible publication that 1 million tourists use every year to plan their trips to Santa Fe. Please respond by Tuesday, July 4.

Take the survey, here: https://docs.google.com/forms/d/e/1FAIpQLSfygnINRcJIDKcks_DZ-MAgpe_XYfH5OXjL-b9Sfo0uiZe6CA/viewform

4. **[COMING SOON!]** Santa Fe Margarita Trail Logo Refresh

Santa Fe is the place to journey deeper into the things you love, like the Margarita Trail, an experience you cannot get anywhere else! The TSF team is currently working our partners at Vladimir Jones to refresh the Margarita Trail logo and develop video concept storyboards which result in two new :30 promotional video.



5. **[ADVERTISE WITH US]** New Digital Advertising on santafe.org & Newsletters

TOURISM Santa Fe now offers website and digital advertising opportunities across santafe.org and in our newsletters, the Santa Fe Scoop and The Seasonal. There are a variety of ways to deliver your marketing message to visitors who are actively planning their trips to the Santa Fe area and are ready to book and buy!

Advertising placements include Banner Ads, Premium Page Sponsors, Featured Business Listings, and Newsletter Ads with a range of prices suitable for businesses of every size, scope, and scale.

Learn more here: <https://www.santafe.org/advertise/digital>



6. **[VOTE TODAY!]** Vote For Santa Fe Wine & Chile Fiesta in USA Today 10Best Awards

2023 USA Today 10Best Readers' Choice Awards

[Santa Fe Wine & Chile Fiesta](#) is nominated in the Best Wine Festival category in the USA Today 10Best Readers' Choice Awards. Vote once a day, now through Monday, July 10. Thanks for your support and votes!

Last chance! 2023 *Condé Nast Traveler* Readers' Choice Awards

Voting in the [2023 *Condé Nast Traveler* Readers' Choice Awards](#) ends on June 30. If you have not yet voted, please do so today. We need everyone's help to keep Santa Fe at the top of this annual award list. Categories featuring Santa Fe:

- **Cities:** Santa Fe
- **Hotels:** Rosewood Inn of the Anasazi, Las Palomas Hotel, The Inn of the Five Graces, Hotel Santa Fe, Hacienda & Spa, Inn on the Alameda, Hilton Santa Fe Historic Plaza, La Fonda on the Plaza, Eldorado Hotel & Spa, Inn and Spa at Loretto, Hacienda del Cerezo, Hotel St. Francis, Hotel Chimayó
- **Destination Spa Resorts:** Ten Thousand Waves, Ojo Santa Fe Spa Resort
- **Resorts:** Four Seasons Resort Rancho Encantado Santa Fe; Hilton Santa Fe Buffalo Thunder; La Posada de Santa Fe, a Tribute Portfolio Resort & Spa; Bishop's Lodge, Auberge Resorts Collection Santa Fe
- **Ski Resorts:** Ski Santa Fe

Vote now through June 30, 2023! You can vote once per email address, per category.

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

May 2023

- 17,563 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 16,834 paper Passports have been purchased at our Visitor Centers and by partners
- 6,708 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 440 members of the Margarita Society have earned 10 or 15 stamps.
- 340 margarita lovers have earned a free autographed copy of The Great Margarita Book by Al Lucero by earning 20 stamps.
- 221 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

Public Relations

- 7 Press Releases
- 379 Journalist have experienced the Trail
- \$10,748,998 amount of earned media

Social Media

- 614 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

May 2023

- Total Sales: \$39,180
- Businesses: 95
- Items Sold: 495
- Total Orders: 349
- Published Products: 1,172

MONTHLY METRICS

WEBSITE & NEWSLETTERS

May 2023 Website Performance Metrics

VISITS:

- Total Sessions: 193,603 (35.6% increase Y/Y)
- New Users: 141,666 (35.6% increase Y/Y)
- Pages per Session: 2.06 (41.1% decrease Y/Y)
- Average Time on Site: 1:57 (59.4% decrease Y/Y)
- Conversion Rate 15.98% (7.8% increase Y/Y)

VISITOR GENDER:

- 58.5% Female
- 41.5% Male

VISTOR AGE:

- 10.39% 18-24 (31.3% increase Y/Y)
- 15.5% 25-34 (19.1% increase Y/Y)
- 18.4% 35-44 (32.1% increase Y/Y)
- 18.4% 45-54 (28.1% increase Y/Y)
- 20.1% 55-64 (61.2% increase Y/Y)
- 17.1% 65+ (58.4% increase Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 5/16/23
- Sent: Number sent: 1,465
- Number opened: 531
- Open rate: 36.2%

Newsletter - Consumer

SANTA FE MARKETPLACE

The monthly Santa Fe Marketplace newsletter is distributed the third 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.

Santa Fe is Art!

<https://mailchi.mp/santafe/vibranthub-7511014>

Send Date: 5/23/23
Subscribers: 19,431
Number Opened: 8,458

Open Rate: 43.5%
CTR: 3.3%

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!

Get the Scoop on June in Santa Fe

<https://mailchi.mp/santafe/get-the-scoop-on-june2023insantafe>

Send Date: 5/24/23
Subscribers: 59,096
Number Opened: 18,773
Open Rate: 31.8%
CTR: 2.3%

THE SANTA FE SEASONAL

The Santa Fe Seasonal, our quarterly consumer awareness newsletter inspires potential visitors with seasonal happenings, must-see events, national/international accolades, blogs, and deals & specials for the upcoming season.

Plan A Summer Trip To Santa Fe

<https://mailchi.mp/santafe/planasummertriptosantafe>

Send Date: 5/11/23
Subscribers: 49,357
Number Opened: 17,361
Open Rate: 35.2%
CTR: 3.4%

SOCIAL MEDIA

Summary

In May, itinerary-based content from influencer @TasteofKoko was the top-ranking post on the Visit Santa Fe, New Mexico Facebook page. Facebook also had the largest increase in followers so far this year, with a 4.1% increase M/M bringing the total number of followers to 92,878. While engagement numbers were down on Facebook and Instagram, Pinterest impressions were up due to an increased media spend in May.

May 2023 Performance Metrics

Facebook

- Total Page Followers: 92,878 (4.1% increase M/M)
- Engagement: 2,418 (90.9% decrease M/M)

Twitter

- Followers: 15,980 (0.2% decrease M/M)
- Monthly Impressions: 1,011 (33% decrease M/M)
- Engagement: 20 (86.4% decrease M/M)

Instagram

- Followers: 56,106 (0.02% decrease M/M)
- Engagement: 4,128 (53% decrease M/M)

Pinterest

- Impressions: 679,248 (1334.7% increase M/M)

YouTube

- Subscribers: 921 (0.5% increase M/M)
- Views: 211,689 (60.5% increase M/M)

Santa Fe Insider Blog

May 2023 Performance Metrics

- Total Blog Views: 39,126 (9.5% decrease M/M)
- Average Time on Blog: 3:26 (0.5% increase M/M)

May 2023 Blog Posts

11 MOMENTS YOU'LL ALWAYS REMEMBER FROM A SUMMER TRIP TO SANTA FE

- Updated May 22, 2023
- Views: 170

OUR PERFECTLY PACKED WEEKEND IN SANTA FE

- Published: May 19, 2023
- Views: 156

JUNE EVENTS IN THE CITY DIFFERENT

- Updated: May 17, 2023
- Views: 1,062

THIS SUMMER'S MUST SEE MARKETS, FESTIVALS & EXHIBITIONS

- Updated: May 4, 2023
- Views: 1,455

Top 5 Viewed Blog Posts in May

25 THINGS TO DO IN SANTA FE

- Updated August 26, 2022
- Views: 4,392

11 SURPRISING FACTS ABOUT SANTA FE, NM

- Updated September 2, 2022
- Views: 3,827

7 MAY EVENTS IN SANTA FE, NEW MEXICO

- Updated April 19, 2023
- Views: 3,513

TAKE A TOUR OF SANTA FE'S HISTORIC SITES

- Updated April 14, 2022
- Views: 2,893

HIKING TRAILS YOU CAN ACCESS FROM SANTA FE

- Updated April 14, 2022
- Views: 2,823

PUBLIC RELATIONS

Summary

This month, the public relations teams' efforts were focused on outreach to position Santa Fe as a strong summer and fall destination with pitching centered on outdoor adventure offerings as well as highlighting upcoming annual events. Several late summer press trips are currently in discussion as a result of pitching, including visits for the Burning of Zozobra and Santa Fe Wine & Chile Fiesta.

Public Relations Manager, Joanne Hudson, focused on international media opportunities this month through attending the IPW international travel show and media marketplace and hosting several international journalists in Santa Fe while they were exploring the state before and after IPW. Joanne had one-on-one appointments with 37 media during the marketplace.

Performance Metrics

May 2023 Numbers (YOY, vs May 2022)

- Pitches: 21 (decrease 89% Y/Y)
- Media Visits: 7 (increase 133% Y/Y)
- Earned Media: \$832,931 (increase 43% Y/Y)
- Total Impressions: 107,540,123 (increase 33% Y/Y)
- HARO submissions: 2

Year-to-Date 2023 (vs YTD 2022)

- Pitches: 690 (increase 42% Y/Y)
- Media Visits: 22 (increase 22% Y/Y)
- Earned Media: \$3,276,818 (increase 9% Y/Y)
- Total Impressions: 474,123,038 (increase 11% Y/Y)
- HARO submissions: 11

MEDIA PLACEMENTS – ADVERTISING

Visit santafelookbook.com to view additional advertising campaign details and creative.

May 2023 Performance Metrics

Total Spend: \$193,246.15 (39.3% increase Y/Y)

Total Impressions: 22,545,604(116.1% increase Y/Y)

May 2023 Media Campaigns

Traditional Media

Impressions: 12,815,294 (828.53%% increase Y/Y)

Spend: \$70,251.06 (7.37% increase Y/Y)

Traditional Media Buys

Print

- 5280
- American Art Collector
- Austin Monthly
- New Mexico Magazine (Co-Op)
- Phoenix Magazine
- Western Art Collector

Interactive/Digital

- Cvent
- Datafy
- Expedia
- Smithsonian
- Stellar: Influencer Campaigns
- Teads
- Travel + Leisure

Trade Desk

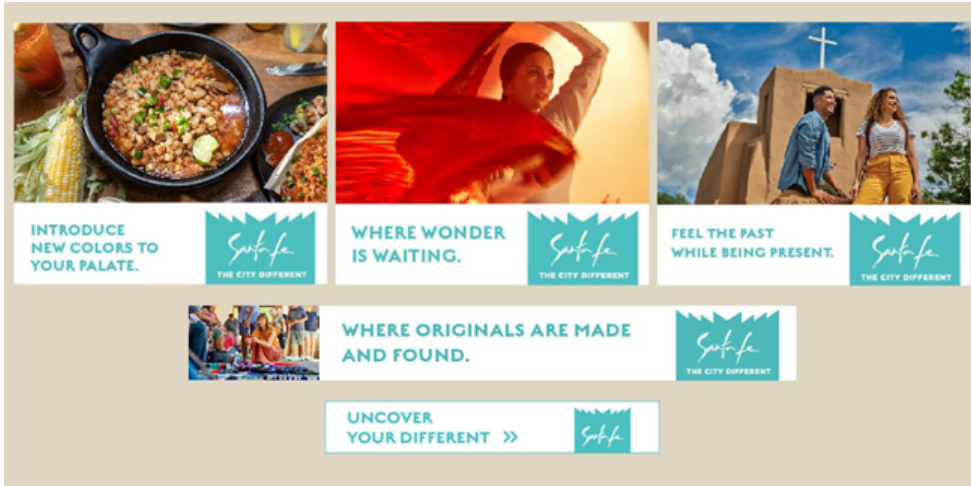
Impressions: 1,742,399 (60.3% decrease Y/Y)

Spend: \$17,058.18 (132.2% increase Y/Y)

Google – Display & Discovery

Impressions: 783,836 (15.9% decrease Y/Y)

Spend: \$4,850.54 (5.5% decrease Y/Y)



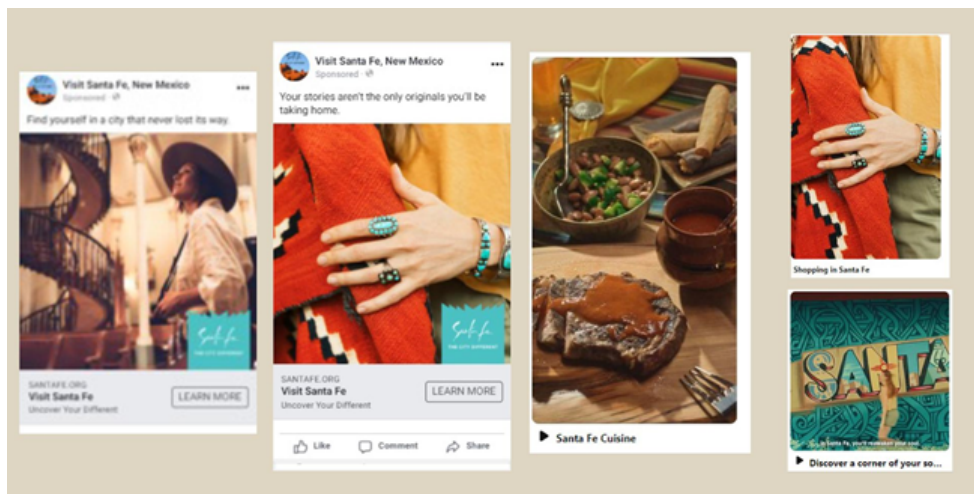
PAID SOCIAL MEDIA

Facebook

Impressions: 3,521,798 (229.8% increase Y/Y)
 Spend: \$27,306.89 (24.4% increase Y/Y)

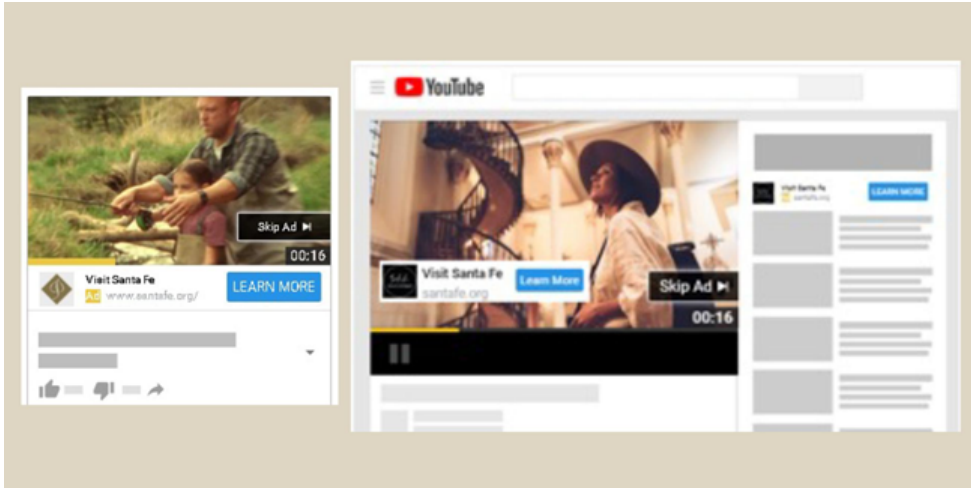
Pinterest

Impressions: 630,813 (32.8% decrease Y/Y)
 Spend: \$8,305.13 (13.2% decrease Y/Y)



YouTube

Impressions: 1,973,687 (44.6% increase Y/Y)
 Spend: \$18,524.31 (57.4% increase Y/Y)

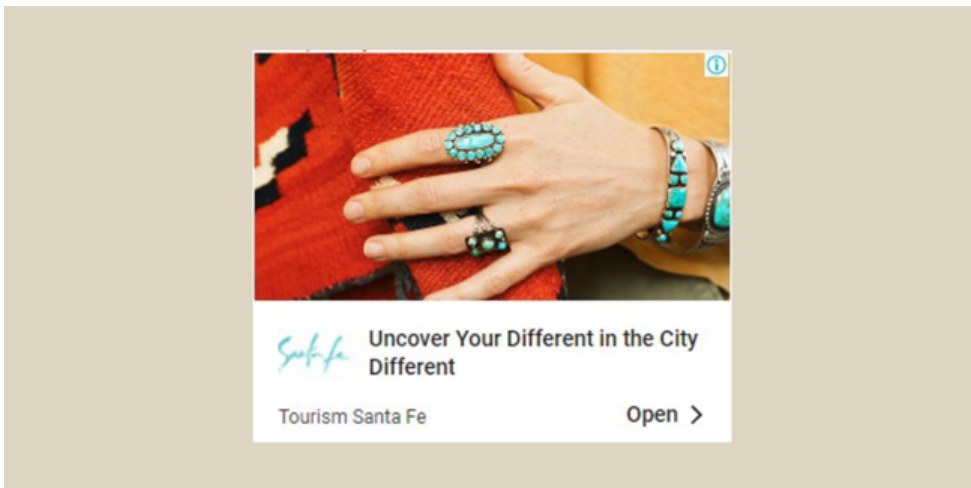


Google – Performance Max

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

Impressions: 551,318

Spend: \$7,278.34



PAID SEARCH

Google & Bing

Impressions: 507,620 (36.4% increase Y/Y)

Spend: \$35,886.55 (107% increase Y/Y)

MEETINGS & GROUPS

Search (Google)

Impressions: 15,839 (251.9% increase Y/Y)

Spend: \$3,785.15 (579.2% increase Y/Y)



MEET IN THE CITY
DIFFERENT.



MEET IN THE CITY
DIFFERENT.



NO MORE BORED
ROOM MEETINGS.



HOST MEETINGS. MAKE MEMORIES.



HOST MEETINGS.
MAKE MEMORIES.

