



Agenda

Regular Meeting of the Finance Committee

May 1, 2025 at 10:00 AM
Council Chambers, City Hall
200 Lincoln Avenue

Procedures for Finance Committee Meeting

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Chair Opening Remarks
5. Department Reviews
 - a. Planning & Land Use
 - b. Tourism (Visit Santa Fe, Civic Convention Center)
 - c. Santa Fe Film Office
 - d. Arts & Culture
6. Matters from the Chair
7. Next Meeting: Friday, May 2, 2025
8. Adjourn

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6521, five (5) working days prior to meeting date.



CITY OF SANTA FE
PLANNING & LAND USE

Budget Overview

HEATHER L. LAMBOY, AICP, DIRECTOR OF PLANNING & LAND USE

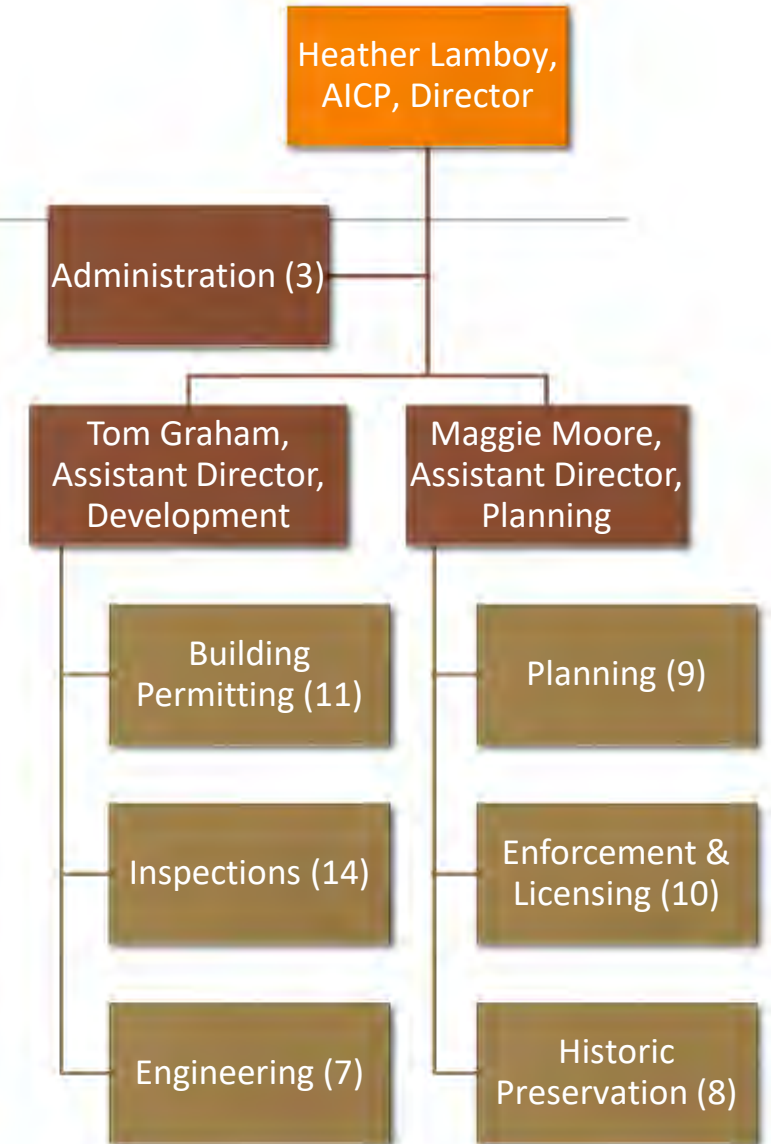
TOM GRAHAM, AIA, ASSISTANT DIRECTOR, DEVELOPMENT BRANCH

MAGGIE MOORE, ASSISTANT DIRECTOR, PLANNING BRANCH

Department Organization

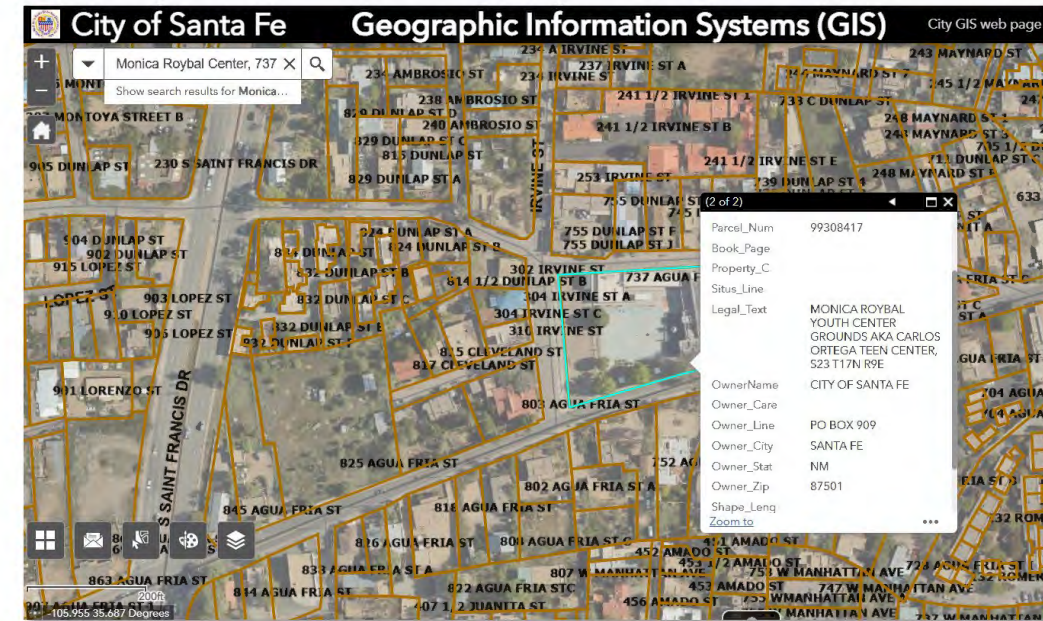
Division Services include:

- Planning – Current and Strategic
- Historic Preservation
- Code Enforcement & Business Licensing
- Building Permitting
- Inspections
- Engineering & Technical Review



Department Work Plan

- ✓ **Improve permit review timelines** – implementation of e-review
- ✓ **Identify Operational Efficiencies**
- ✓ **Development Guide** – process review and roadmap for all department functions
- ✓ **Digital Platform** – Permitting, Subdivision, Development Plans, Historic Preservation information at fingertips
- ✓ **Santa Fe Forward & Land Development Code** – public engagement process



Department Initiatives

1. Implementation of appropriate technology for e-review
2. Training for use of file share and review software to improve review timelines
3. Coordination with Santa Fe County on data sharing for GIS
4. Hiring interns to help supplement work with GIS data uploads, community engagement
5. Engagement with development partners to beta test software updates
6. Development of templates for permits and other development approvals to improve review timelines
7. Assure robust community input on Land Development Code, General Plan, and other community plans



Budget Analysis

Overall 2.9% Increase

- 3% COLA Pay Increase
- Class & Compensation Adjustments

Flat Budget

- Did not request any increase in funds
- Special projects have an impact on the overall numbers
 - Set framework for growth in the coming 25 years
 - Intended to improve operational efficiency leading to cost savings & improve response timelines

Frozen Positions

1. **Civil Engineer**, affects Terrain Management review timelines
2. **Construction Inspector**, affects inspection timelines
3. **Construction Inspector Supervisor**, affects inspection timelines and removes career advancement opportunity
4. **Construction Plans Examiner III** – difficult position to fill, working with an existing employee to get certified for the position. Removes career advancement opportunity and may necessitate some third-party reviews.



Lost Contract Funding – 54.8% Cut

1. General Plan Update, Phase 2
 2. Land Development Code Update, Phase 2
 3. Historic Preservation Division Support Services
 4. Engineering Division Support Services
 5. Planning Division Support Services
 6. Inspection Division Support Services
 7. Third-Party Plan Review
- Request for contracts is \$1,613,000
 - Granted \$755,380
 - Denied \$857,620



EnerGov Constraints

1. Paper-based and manually routed
2. Difficult to configure or adjust
3. Disconnected from the public experience
4. Heavily dependent on IT for changes
5. Incapable of delivering reliable reporting


Showing 1 - 20 of 233 Records

<input type="checkbox"/>	Permit Number	Address	Permit Type	Permit Status	Permit Issue Date	Permit Square Feet	Permit Description
<input type="checkbox"/>	2024-39932-CERT	150 WASHINGTON AVE Unit: 201 Santa Fe, NM 87501	Certificate of Compliance	Complete	01/06/2025	0.00	ABA Therapy
<input type="checkbox"/>	2024-38058-CERT	150 WASHINGTON AVE Unit: 201 Santa Fe, New Mexico 87501	Certificate of Compliance	Issued	09/17/2024	0.00	Solo lawyer virtual office
<input type="checkbox"/>	2023-32415-BLDC	150 WASHINGTON AVE Unit: 204 Santa Fe, NM 87501	Building (Commercial) Alterations Interior Only	Complete	01/31/2024	0.00	THE SCOPE OF WORK IS FOR RENOVATING 2733 S.F. EXISTING COMMERCIAL OFFICE SPACE ON THE 2ND FLOOR OF AN EXISTING 3-STORY BUILDING. SCOPE CONSISTS OF A NEW LAYOUT IN AN EXISTING OFFICE WITH MODIFICATIONS OF EXISTING MEP SYSTEMS TO ACCOMMODATE THE NEW LAYOUT. NO EXTERIOR WORK IS ANTICIPATED.
<input type="checkbox"/>	2024-34460-CERT	150 WASHINGTON AVE Unit: 201 Santa Fe, NM 87501	Certificate of Compliance	Complete	08/14/2024	0.00	Virtual Office
<input type="checkbox"/>	2024-34389-CERT	150 WASHINGTON AVE Unit: SUITE 201 Santa Fe, NM 87501	Certificate of Compliance	Complete	08/12/2024	0.00	Office Space
<input type="checkbox"/>	2024-36394-CERT	150 WASHINGTON AVE Unit: 201 SANTA FE, NM 87501	Certificate of Compliance	Fees Due		0.00	
<input type="checkbox"/>	2024-34335-TRDC	150 WASHINGTON AVE Unit: 204 Santa Fe, NM 87501	Building (Commercial) Trade	Complete	02/27/2024	0.00	- Low Voltage Back Boxes - Lighting Per Spec and Design - Floor Boxes with Low Voltage pathway and Termination Point - (See Exclusions- Concrete cutting) - Electrical Demo - Proper Disposal of Demo Lighting - Fire Alarm (customers F A) - (3) Additional J-Boxes future AV - 2in to Ceiling for Everwall - Additional Receptacle in ceiling - Additional Power to Everwall
<input type="checkbox"/>	2024-34910-CERT	150 WASHINGTON AVE Unit: 201-#3567 Santa Fe, NM 87501	Certificate of Compliance	Complete	04/15/2024	0.00	Talent Agency
<input type="checkbox"/>	2024-35048-TRDC	150 WASHINGTON AVE Unit: 204 Santa Fe, NM 87501	Building (Commercial) Trade	Complete	04/01/2024	0.00	New supply/run, New diffusers, New sound boots, relocate thermostat
<input type="checkbox"/>	2024-34689-CERT	150 WASHINGTON AVE Unit: 201 Santa Fe, NM 87501	Certificate of Compliance	Complete	04/09/2024	0.00	Moving Company
<input type="checkbox"/>	2024-35032-TRDC	150 WASHINGTON AVE Santa Fe, New Mexico 87501	Building (Commercial) Trade	Void		0.00	Re route 1 duct supply, new diffusers, new sound boots, relocate thermostat
<input type="checkbox"/>	2024-34235-TRDC	150 WASHINGTON AVE Santa Fe, New Mexico 87501	Building (Commercial) Trade	Void		0.00	- Low Voltage Back Boxes - Lighting Per Spec and Design - Floor Boxes with Low Voltage pathway and Termination Point - (See Exclusions- Concrete cutting) - Electrical Demo - Proper Disposal of Demo Lighting - Fire Alarm (customers F A) - (3) Additional J-Boxes future AV - 2in to Ceiling for Everwall - Additional Receptacle in ceiling - Additional Power to Everwall
<input type="checkbox"/>	2023-29213-CERT	150 WASHINGTON AVE Unit: 201 Santa Fe, NM 87501	Certificate of Compliance	In Review		0.00	Contractor
<input type="checkbox"/>	MCHI-2014-2061-0-0-0	150 WASHINGTON AVE Unit: 200 SANTA FE, NM 87501	Building (Commercial) Trade	Expired	12/18/2014	0.00	MECHANICAL/GAS PERMIT
<input type="checkbox"/>	MCHI-2013-2143-0-0-0	150 WASHINGTON AVE SANTA FE, NM 87501	Building (Commercial) Trade	Expired	10/03/2013	0.00	MECHANICAL/GAS PERMIT


OpenGov


What Success Looks Like

 Faster permit processing with fewer bottlenecks

 Automatic applicant updates and reduced staff follow-up

 Configurations made in-house – no vendor delays or IT dependencies

 Real-time data for executive leadership and Governing Body

 A better experience for both our employees and the public

OpenGov      [LOGIN](#) [REQUEST A DEMO](#) 

PERMIT MANAGEMENT SOFTWARE

Permitting & Licensing Made Better

88%

Of municipalities have seen population growth within the last five years.

85%

Of local governments have seen an increase in resident engagement (Up 19% in one year!)

2/3

Residents are dissatisfied with their permitting and licensing process

Modern Permitting & Licensing

HIGHLY ADAPTABLE

SIMPLE FOR ALL

EXPERT SUPPORT









OpenGov

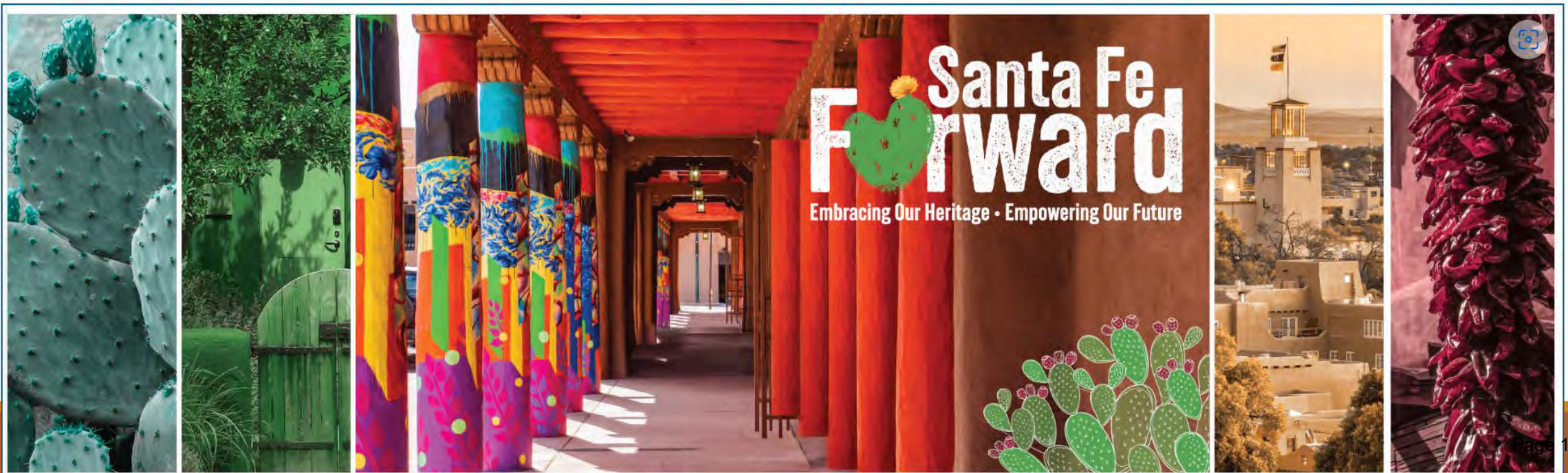
OpenGov is already a trusted City partner – and a natural fit to extend into permitting and licensing through a focused pilot. The platform brings:

- A modern, applicant-facing portal with clear guidance and visibility
- In-app notifications, communication, and renewals
- GIS-integrated dashboards and reporting
- Drag-and-drop workflow tools that staff can configure themselves



Deliverables FY2026

1. Phase 1 Adoption & Phase 2 Initiation – Land Development Code
2. Community Engagement Process and Assessment Report – Santa Fe Forward
3. Digital Platform – GIS Based Real-Time Access to Information
4. Electronic Review of all building permits



City of Santa Fe Community Development Department



Community
Development

Planning & Land
Use

Tourism

Santa Fe Film
Office

Arts & Culture

Metropolitan
Redevelopment
Agency

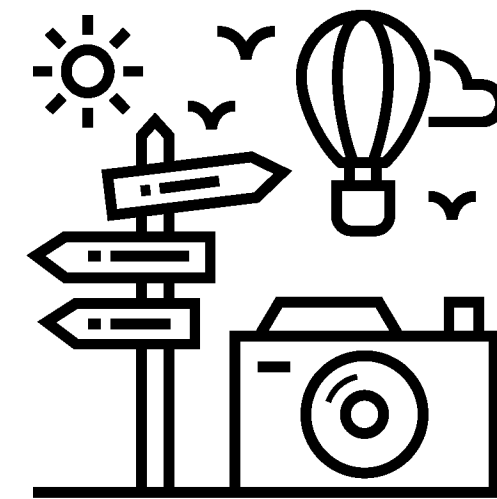
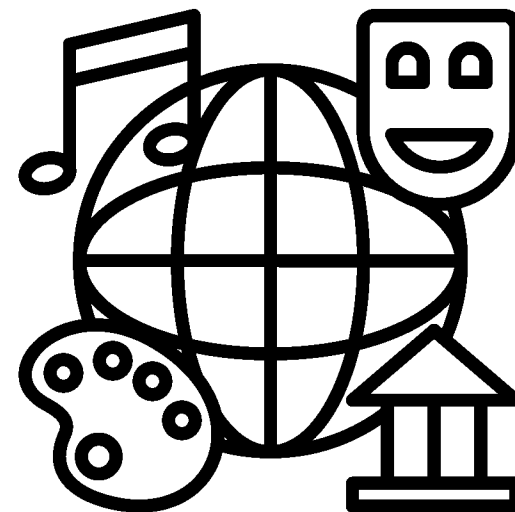
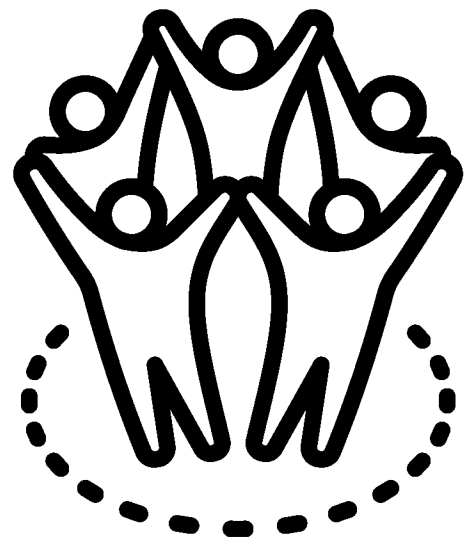
Economic
Development

Affordable
Housing

City of Santa Fe

Community Development Department

We are committed to fostering a high quality of life through the integration of initiatives, programs, and regulations, which promote the City's community and economic development.



City of Santa Fe

Community Development Department

Community Development Department Division	Initial Budget FY24/25	Proposed FY25/26	Amount Change	Percent Change
Planning & Land Use	8,116,206	8,353,102	236,896	2.90%
Tourism	15,436,938	16,269,150	832,212	5.40%
Santa Fe Film Office	N/A	504,955	504,955	N/A
Arts & Culture	2,143,627	2,117,640	-25,987	-1.20%
Metropolitan Redevelopment Agency	569,512	594,555	25,043	4.40%
Affordable Housing	6,026,527	8,623,080	2,596,553	43.10%
Economic Development	3,751,268	5,361,592	1,610,324	42.90%

**FY26
BUDGET
REVIEW
HEARING:
FINANCE
COMMITTEE**

**TOURISM
SANTA FE**

Santa Fe Hospitality & Networking Breakfast



TOURISM Santa Fe • February 6, 2019

PRIMARY OBJECTIVES & ACTIVITIES

1. Continue Advertising Investment of \$4 Million with Vladimir Jones (based in Denver and Colorado Springs)

- **Media Objectives:**
 - Nurture affinity of loyal visitors likely to stay the longest and spend the most in **Core Markets (Colorado Springs, Denver, Dallas, Austin, Houston, Phoenix)**
 - Increase awareness of Santa Fe as a premier travel destination in **Opportunity Markets (Los Angeles, San Francisco, Chicago)**
 - Generate travel consideration and drive conversions on *santafe.org* and OTA partner sites
- **Media Strategies:**
 - Continue to leverage ZIP code targeting to enhance efficiency and expand scale into new markets
 - Delineate targeting and budgets into Core and Opportunity groups to maximize impact, tailor phase of funnel allocations and customize messaging
 - Leverage an impactful, robust media mix (Print, Digital, Out of Home (OOH)) capable of reaching our target audience at scale, driving engagement and generating conversions
 - Evolve media mix to incorporate best-in-class AI, Predictive Modeling and Dynamic Creative Optimization

PRIMARY OBJECTIVES & ACTIVITIES (cont.)

2. Continue Strong Public Relations Emphasis with The Lou Hammond Group (based in NYC and Charleston)

- In 2024 we generated **\$23.1 Million in earned media** with no significant occurrences beyond the 100th Burning of Zozobra.
- Continue to encourage targeted individual press trips

**ONE OF ONE.
SINCE DAY ONE.**



PRIMARY OBJECTIVES & ACTIVITIES (cont.)

3. Continue Meeting Planner and Travel Trade Presence

- Attend 17 Meeting Planner trade show events
- Attend up to 6 Travel & Adventure consumer shows in our strongest city markets



PRIMARY OBJECTIVES & ACTIVITIES (cont.)

4. Continue Improvements to Community Convention Center Facility

- Strong facility maintenance plan
- Upgraded door security, boiler replacement, and lighting upgrades
- Construction of terrace and exterior stairway connecting it to the courtyard

PRIMARY OBJECTIVES & ACTIVITIES (cont.)

5. Increased Focus on Lodgers' Tax Collections

- Improved detection of STR's operating outside of system
- Audits re-instated
- Issue – decentralized management
 - Collections in Finance
 - Management of STR's in Land Use

MEASUREMENT OF SUCCESS

1. **Lodgers' Tax Collections**
2. **Website Visitation**
3. **Earned Media Value**

BIGGEST RISKS TO VISITATION

1. **The unsettled economy** – causes concerns about discretionary spending
2. **Tariffs** – could be beneficial to visitation if international travel is impacted
3. **Potential recession** or worse (2008 reimagined)



A woman in a white dress is captured in a dynamic dance pose, with her arms raised and one leg bent. She is surrounded by a large, flowing red fabric that creates a dramatic, layered effect. The background is a warm, golden-orange glow, suggesting a stage or performance setting. The overall mood is energetic and celebratory.

THANK YOU!

The Santa Fe Film Office (SFFO) was jointly established by the City and County of Santa Fe on July 1, 2016. The mission of the SFFO is to service, recruit and expand film and television production throughout the Santa Fe region; support and develop community businesses providing goods and services to the industry; engage in community outreach and education regarding production activity; and work with partners in the public and private sectors to expand educational and employment opportunities in the production industry for local residents.

Santa Fe ranked #1 Best Places To Live and Work as a MovieMaker 2023 2024 2025 -MovieMaker Magazine



In all North America –
Canada, United States,
and Mexico



New Mexico named Deadline Hollywood's "Hotspots"



- Smaller Municipalities typically have a designated Film Liaison within the local Tourism, Permitting, or Economic Development Departments. Larger filming areas have an official Film Office (Santa Fe, ABQ, and Las Cruces)
- Promote our individual regions
- Connect local vendors, crew, and resources to productions
- Permitting
- Production Scouts / Locations
- Work with productions day to day / Resolve issues / Tour Guide / Concierge
- Community Outreach / Education / Partnerships



New in FY 2026 Budget (funded by City and County through MOA)

- Continue to expand the office
 - Work with Northern Communities and the Eight Northern Pueblos
- State of the Art Locations Directory
- Community Outreach
 - Create a “Film Friendly Business” program
- Increase marketing and brand exposure
- Partnerships
 - NYU/Tisch
 - SFCC/IAIA
 - Santa Fe International Film Festival
 - Stagecoach Foundation
 - Sundance Labs
- Travel Budget
 - Panelist
 - In person studio meetings
- Film Tourism

TOP SIX IMPACTS OF THE FILM/TELEVISION INDUSTRY IN OUR REGIONAL AND STATE ECONOMY

1. Since 2016 the film industry has brought approximately \$4.6* billion in direct spend into the New Mexico economy. 1.6 billion to Santa Fe.*
2. The industry supports thousands of jobs statewide, directly and indirectly.*
3. Film and Television production is a major driver of the hospitality industries, accounting for thousands of hotel room nights rented per year, hundreds of thousands of dollars spent at local restaurants and catering suppliers, and multiple facilities rentals.
4. It is a major lessor of commercial properties for production office space, storage, mill space and other specialty services.
5. It supports hundreds of local businesses throughout the general economy — everything from office supplies and construction materials, to yoga instructors, and dog sitters (not kidding!).
6. It affords unprecedented and otherwise unaffordable media exposure and promotion, driving both the tourism economy as well as the general “brand recognition” of our regions throughout the world.

*NM Film Office



Film Tourism



THAT'S A WRAP



Jennifer LaBar-Tapia
Executive Director / Film Commissioner
Santa Fe Film Office
jlabar@sffo.film
505-955-6216 (o)
505-690-4595 (c)



SANTAFE
film office



Arts & Culture Department

Fiscal Year 2026

Mission Statement

- We provide leadership by and for the City to support arts and cultural affairs.
- We create and fund programs, cultivate connections, and recommend policies that promote and sustain the arts and our creative economy.
- Centering inclusion, diversity, equity, and access, we connect residents and visitors alike to the vibrant arts and cultures of Santa Fe.





Major Accomplishments to build upon in FY26

- Launched the 20th year of UNESCO Creative City status, building extensive local partner network and hosting a large community celebration; FY26 UNESCO initiatives include an international exchange festival in fall and heritage arts map.
- The Community Gallery hosted 10 art exhibitions featuring 200+ local artists, several free writing and art workshops, and thousands of visitors. We will survey artists and audiences to measure engagement and needs throughout FY26.
- Completed inventory of Midtown film and music FF&E and distributed instruments and gear to local schools. Next, film gear goes to build local high school programs. We will document outcomes and share with the public.
- Funded 45 nonprofit arts organizations with marketing grants and sponsored several diverse community arts events.

FY26 Operating Budget Goals

- Grow Cultural Investment Funding for arts nonprofits, and offer expanded support for effective marketing practices. Convene organizational awardees to foster cross-promotion, personal connection, and resource sharing for a stronger arts economy.
- Sponsorship growth supports more creative, culturally relevant arts programs, from neighborhood events to intercultural UNESCO exchanges.
- Hiring a sixth staff member streamlines operations and enhances our programming, service, and outreach.
- Rejuvenate and expand art in public places with citywide murals, calls for public sculptures, and other community-forward artworks and projects with measurable engagement and impact.





Arts & Culture Department FY26 Budget Review

Final statements & questions

Thank you!



CITY OF SANTA FE
ARTS & CULTURE