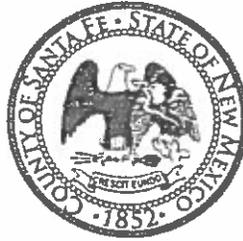


Henry P. Roybal
Commissioner, District 1

Miguel M. Chavez
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Kathy Holian
Commissioner, District
4

Liz Stefanics
Commissioner, District
5

Katherine Miller
County Manager

TO: Santa Fe County Board of County Commissioners

FROM: David Griscom, Economic Development Manager 

Via: Katherine Miller, County Manager
Penny Ellis-Green, Growth Management Director 

RE: Presentation and Update on the Arts, Culture, Cultural Tourism (ACCT) Committee Activities

DATE: February 23, 2016

Background

The Board of County Commissioners passed Resolution 2014-35 on April 29, 2014, which created the Arts, Culture, Cultural Tourism committee. The committee consists of 7 members, representing the crafts cottage industry, the cultural tourism industry, general arts organizations, the film/digital media industry, and economic development. The committee includes members of all 5 Commission districts. Resolution 2014-35 established the committee for a period of 2 years, with the option to extend the time frame as necessary. The 2-year period expires on April 29, 2016.

Tasks

Per Resolution 2014-35 (Exhibit A), the committee's charge was the following:

- To identify all existing and potential funding sources and other resources including Lodger's Taxes, grants, "1% for the arts" programs, the Quality of Life gross receipts tax, and bonding for ACCT activities, programs, projects, and organizations;
- To explore areas of potential collaboration and partnership with local governments, traditional communities and other related organizations that would provide benefit to the arts, culture, cultural tourism industries throughout the County;
- To advise Board of County Commissioners by developing policy options, action items and specific project proposals for the Board of County Commissioners on matters concerning arts, culture and cultural tourism activities and related community development issues, including specific roles that the County might play in fostering these economic activities; including, but not limited to, the following:

- An inventory of existing arts, culture, and cultural tourism non profit entities and their function or role;
- An inventory of existing crafts, cottage industries, cultural tourism, film/digital media, and arts-related businesses in Santa Fe County;
- Recommendations on how Santa Fe County can enhance opportunities for local artisans and craftsmen through branding and/or development of export markets; and
- Recommendations on the feasibility of using existing Santa Fe County buildings to showcase local artists and craftsmen.

Progress and Preliminary Recommendations

The committee has met 13 times since inception. 3 subcommittees have been established, which include: Inventory, Branding/Marketing, Partnerships/Collaborations. The committee worked closely with the Northern Rio Grande National Heritage Area in an effort to provide enhanced visibility of County artists, and to create an inventory of existing arts-related businesses and non profits. The committee also created a County-wide survey of County artists, which was sent out on Feb 5, and received 65 responses (as of Feb. 10). The initial responses thus far have highlighted the following pieces of information:

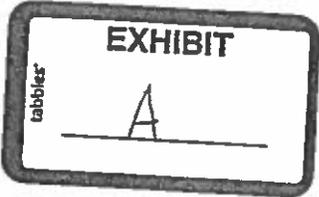
1. Summer and Fall are the biggest seasons for sales;
2. Word of mouth and business website are the most successful forms of marketing, with social media and publications ads following;
3. Artists in SF County would benefit most from a) creation of a central calendar for recurring arts-related events in Santa Fe County, b) establishment of an artist directory and landing page on a website, c) business training for artists (marketing, etc), d) overall brand/image for SF County;
4. A large majority of respondents (86%) would support a County Arts in Public Places program (1% of capital infrastructure investments would be set aside for public art);
5. A large majority of respondents (71%) would support an increase in the Lodgers Tax from 4% to 5% in order to support arts programs and advertising/promoting arts events in SF County

The committee is currently considering the following preliminary recommendations, all of which will require further research:

- Establishment of a County Arts Commission (may require funding)
- Establishment of an Art in Public Places Program (may require funding)
- Establishment of artist spaces/studios where artists can practice their art, art classes and training can be provided, etc
- Creation of a central calendar for recurring arts-related events in Santa Fe County (may require funding)
- Business training for artists (marketing, etc)

Depending on the interest and level of support from the Board of County Commissioners, the committee may request to amend Resolution 2014-35 in order to extend the 2-year expiration date and allow for more time to work on the above-mentioned preliminary recommendations.

Exhibit A: Resolution 2014-35



**THE BOARD OF COUNTY COMMISSIONERS
OF SANTA FE COUNTY**

RESOLUTION NO. 2014-- 35

**A RESOLUTION CREATING AN ARTS, CULTURE AND CULTURAL
TOURISM COMMITTEE**

WHEREAS, Santa Fe County is a place where the arts, culture and cultural tourism are highly valued, where artists, musicians, entertainers, filmmakers, skilled crafts people choose to live, and where nationally recognized events occur;

WHEREAS, the County's artistic, cultural and cultural tourism organizations are key components of our vibrant community and further enhance the quality of life, and whose continued existence should be encouraged and supported;

WHEREAS, the unincorporated communities of Santa Fe County often host artistic and cultural events, activities, organizations, and businesses, and these activities, organizations, and businesses would benefit from greater support and coordination, including linking tourists and/or customers to the respective activity, organization, or business.

WHEREAS, according to a Bureau of Business and Economic Research (BBER) report on the Economic Importance of the Arts and Cultural Industries (A&CI) of Santa Fe County, commissioned in 2004:

- A&CI account for 17.5% of total SF County employment (in 2002);
- A&CI account for \$814 million in revenue generated from outside Santa Fe County (in 2002), roughly 39% of the total inflow of money into the local economy;
- Santa Fe County is among the largest art markets in the United States, and first among cities of comparable size; and
- Santa Fe County has lost nearly one-third of its share of the national tourism market since the mid-1990s, pointing to a need to redefine, rebrand, and rejuvenate the community;

WHEREAS, Santa Fe County is drafting a new Economic Development Plan that includes arts, culture, and cultural tourism as important elements of economic activity within the County;

WHEREAS, Santa Fe County adopted the Sustainable Growth Management Plan (SGMP) in 2010 in which Arts & Culture was identified as one of 5 target industries; additionally, among other policies, strategies, and goals relevant to arts, culture, and cultural tourism, Policy 10.2 of the SGMP states that "Arts, Culture, and Tourism should

2014 SEP 15 10:54 AM

be supported as a critical component of the County's economy, through local arts, arts-related business and cultural events";

WHEREAS, the Board of County Commissioners of Santa Fe County desires to assist communities engaged in arts, culture and cultural tourism organizations, projects, and events, and to better coordinate the County's economic development efforts to foster arts, culture and cultural tourism activities; and to create an advisory committee whose primary goal is to facilitate the enhancement and expansion of the arts, culture, and cultural tourism industries within Santa Fe County; and

WHEREAS, the Board of County Commissioners previously adopted Resolution 2008-111, creating the Arts, Culture, Entertainment (ACE) Task Force, tasked with creating an Arts, Culture, Entertainment policy, which was discontinued in June, 2010, and which the Board now desires to reconstitute as set forth below.

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Santa Fe County, as follows:

1. An Arts, Culture and Cultural Tourism (ACCT) committee is hereby created.
2. The ACCT committee shall be advisory to the Board of County Commissioners.
3. The ACCT shall consist of establish a representative group of seven committee members who live and/or conduct business in Santa Fe County and who are engaged with the arts, culture and cultural tourism activities and events either as professionals, participants, organizers or funders.
4. Applications for members of the ACCT committee shall be solicited from the general public. The Board shall, to the extent practicable, appoint ACCT committee members that represent each of the following sectors:
 - a. The crafts cottage industry;
 - b. The cultural tourism industry (could include heritage tourism, ecotourism, and/or agri-tourism);
 - c. General arts organizations;
 - d. The film/digital media industry; and
 - e. Economic Development organizations.
5. Four members of the ACCT committee shall be appointed by the BCC for an initial term of one year and three shall be appointed for an initial term of two years. Thereafter members shall serve terms of two years, provided that after the Committee is in existence for twenty-four (24) months, the Board exercises its option to extend the Committee's term as set forth in Paragraph 9. Members may be removed by the BCC with or without cause. In the event of a vacancy, the BCC shall

appoint a member to serve out the remainder of the departing member's term.

6. Committee members shall annually elect a chair and vice-chair by majority vote of the quorum.
7. The Committee shall meet up to six (6) times per year to carry out its work.
8. All matters coming before the Committee shall be resolved by majority vote of the quorum.
9. The Committee will be in existence for twenty-four (24) months, with an option to extend its existence.
10. The ACCT committee shall have the following duties:
 - A. To identify all existing and potential funding sources and other resources including Lodger's Taxes, grants, "1% for the arts" programs, the Quality of Life gross receipts tax, and bonding for ACCT activities, programs, projects, and organizations;
 - B. To explore areas of potential collaboration and partnership with local governments, traditional communities and other related organizations that would provide benefit to the arts, culture, cultural tourism industries throughout the County;
 - C. To advise Board of County Commissioners by developing policy options, action items and specific project proposals for the Board of County Commissioners on matters concerning arts, culture and cultural tourism activities and related community development issues, including specific roles that the County might play in fostering these economic activities; including, but not limited to, the following:
 - a. An inventory of existing arts, culture, and cultural tourism non profit entities and their function or role;
 - b. An inventory of existing crafts, cottage industries, cultural tourism, film/digital media, and arts-related businesses in Santa Fe County;
 - c. Recommendations on how Santa Fe County can enhance opportunities for local artisans and craftsmen through branding and/or development of export markets; and
 - d. Recommendations on the feasibility of using existing Santa Fe County buildings to showcase local artists and craftsmen.

APPROVED, ADOPTED AND PASSED THIS 29th day of April, 2014

THE BOARD OF COUNTY COMMISSIONERS
OF SANTA FE COUNTY

By: *Daniel W. Mayfield*
Daniel W. Mayfield, Chair

ATTEST:

Geraldine Salazar
Geraldine Salazar, County Clerk
4-29-2014



Approved as to form:

Willie K. Brown
for: Rachel Brown, Acting County Attorney



COUNTY OF SANTA FE) BCC RESOLUTIONS
STATE OF NEW MEXICO) ss PAGES: 4
I Hereby Certify That This Instrument Was Filed for
Record On The 1ST Day Of May, 2014 at 01:36:45 PM
And Was Duly Recorded as Instrument # 1735904
Of The Records Of Santa Fe County
Witness My Hand And Seal Of Office
Maxello Salazar Geraldine Salazar
Deputy County Clerk, Santa Fe, NM

BCC CLERK RECORDED 05/01/2014

Henry P. Roybal
Commissioner, District 1

Miguel M. Chavez
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Kathy Holian
Commissioner, District
4

Liz Stefanics
Commissioner, District
5

Katherine Miller
County Manager

TO: Santa Fe County Board of County Commissioners

FROM: David Griscom, Economic Development Manager *DG*

Via: Katherine Miller, County Manager
Penny Ellis-Green, Growth Management Director *PEG*

RE: Presentation on and Recognition for the PROTEC (Professional Readiness and Technical Experience for Careers) Pilot Project, a Workforce Training Collaboration Between Santa Fe County, Northern Area Labor Workforce Development Board, and Santa Fe Community College.

DATE: February 23, 2016

Background

In the summer of 2015, Santa Fe County funded (\$50,000) a pilot project to provide workforce training to Santa Fe County residents that were (at the time) unemployed or underemployed. The training provided 2 primary levels of instruction: Microsoft Excel and Microsoft Technical Assistant certification, and basic life skills that included resume composition and interview practice.

Pilot

The course was 160 hours, of which 80 hours were dedicated to Microsoft training and to life skills enhancement, and 80 hours in an internship upon completion of the course. 35 people applied, and 20 were accepted. The coursework took place in July of 2015, and the internships in August. Internships were placed in a variety of private and public entities, including Santa Fe County.

Partnerships

The pilot project was a unique collaboration between the Northern Area Labor Workforce Development Board, the SF Community College, SER Jobs for Progress, and the NM Workforce Connection.

Results

All 20 participants completed the 2-week training, and 15 internships were completed by mid-September. 5 participants completed the Microsoft certification. Initially upon entering PROTEC,

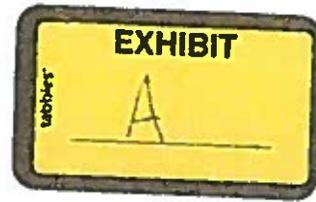
65% of the participants listed themselves as unemployed but actively seeking work, and upon completion of the pilot, that percentage was reduced to 40%; additionally, 20% of the participants became employed full time after completion of the pilot, while part time employment increased from 20% to 30%. The final report is attached as Exhibit A.

Conclusion

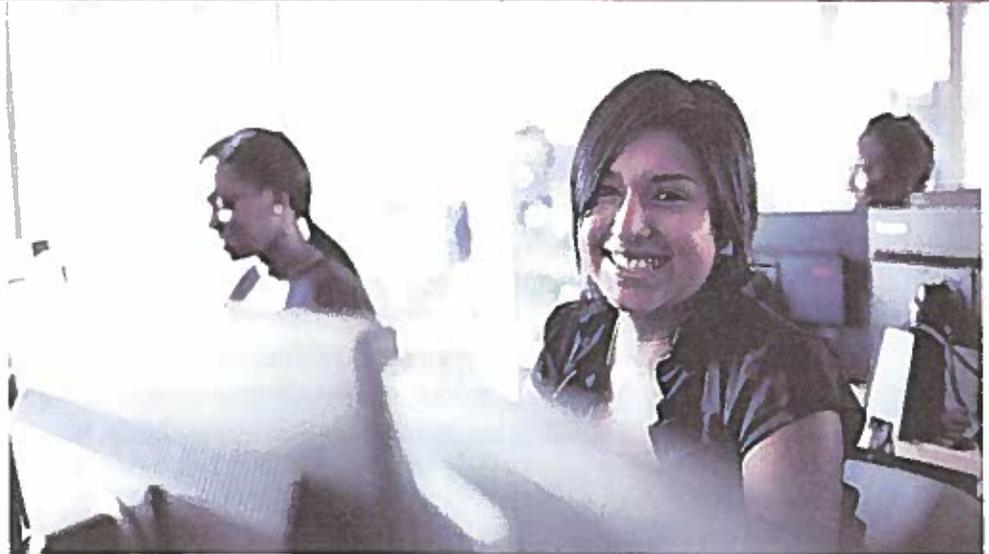
This unique entry-level workforce training project demonstrates that entry-level workforce training can have a direct impact on an employee's ability to be hired. The collaboration between the various sectors of the community (private, education, and public) can effectively leverage each sector's respective strengths and deliver productive workforce training projects.

Exhibit A: PROTEC Final Report

Exhibit B: Powerpoint presentation



Professional Readiness & Technical Experience For Careers (PROTEC) Pilot Final Report



Report prepared by Santa Fe Community College

October 2015



Executive Summary

Professional Readiness & Technical Experience for Careers (PROTEC) Program is offered in partnership with the Northern Area Local Workforce Development Board, Santa Fe County, New Mexico Workforce Connection, SERS-Jobs for Progress, Inc., and Santa Fe Community College. PROTEC offers preparatory training for entry-level employment in a variety of industries and is designed for individuals who are currently unemployed, under-employed or looking to increase their hire-ability in Santa Fe County. Accepted participants will prepare for Microsoft Office Certifications, learn professional applications for social media, and gain key job readiness skills in an 160 hour, full-time, one-month intensive program. Participants will also have the opportunity to work hands-on in local businesses.



Background

In June 2015 Santa Fe County in partnership with the Northern Area Workforce Development Board and SERS-Jobs for Progress contracted the Santa Fe Community College to design and implement an accelerated Microsoft Excel and Microsoft Technical Assistant training program that would culminate in 80 internship hours on location in a Santa Fe County business. The intent of the program was to increase hire-ability, help unemployed workers gain confidence to re-enter the workforce and provide employers an opportunity “try-out” workers in their places of business. The pilot project was started in June 2015 and completed September 2015.

Academic Abstract

PROTEC provided an inclusive learning environment in an accelerated model. In accelerated educational training students must come to the training with a core set of skills that can be developed rapidly and successfully.

Internships are crucial in workforce training to

1. give students a realistic application of the classroom content; 2. provide students with job market perspective; 3. give employers a chance to provide feedback on student and program.

The PROTEC pilot program addressed the following competencies:

1. A continuum of professional behavior; understanding the difference between under-involvement and over-involvement in the workplace environment. This is addressed in role playing lessons.
2. Passion based outcomes; understand and model the behaviors of an empowered workplace - roles of coach, creator and challenger. This is addressed in discussion and self-reflection.
3. Making attainable career goals by understanding industries, skills sets and how to "match" yourself to careers. This is addressed in lecture, discussion and reflection.
4. MS Excel certification exam training
5. MS MTA certification exam training
6. On-the-job training experience



PROTEC Details

Applicants were recruited from SERS-Jobs for Progress client pool and from three separate public information sessions that were held at New Mexico Workforce Connection and Santa Fe Community College. NAWDLB screened applicants to ensure they scored 3 or better on their Work Keys assessment and met the criteria of being unemployed, under-employed and a current Santa Fe County resident. Interviews were conducted in early July 2015 by representatives of Santa Fe Community College, SERS-Jobs for Progress and NAWDLB. Out of 35 applicants 20 were accepted to participate.

Classroom instruction began on July 21, 2015 and met from 8am-5pm daily until July 30, 2015. Instruction included 5-6 hours per day of computer training, 2-3 hours per day in social media and career readiness. Instruction was delivered individual lessons and group lessons to prepare for certification testing in MS Excel and MS MTA. Students also developed a LinkedIn account and learned how to present themselves professionally to employers.

On conclusion of the classroom instruction participants engaged in internship activities starting on August 3, 2015. The scheduling of internships was staggered to accommodate participants and employer schedules. All participants that engaged in an internship (15) were able to complete their hours by September 10, 2015, with the majority of participants (13) completing their internships by August 30, 2015.

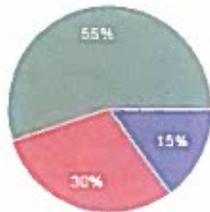
Each participant received \$250 after completing their classroom training and an additional \$500 upon completing their internship. Participants who did not complete an internship did not receive the \$500 stipend. Upon completion of the program \$750 was paid to participants who completed both classroom and experiential education.

List of participating employers:

Santa Fe Community College/Dental Program, Santa Fe Community College/OIT, Santa Fe Community College/Sun Path, Santa Fe Community College/Welcome and Advising Center, SERS-Jobs for Progress, New Mexico Workforce Connection, Santa Fe Film Festival, Santa Fe Studios, New Mexico Film Office, New Mexico Department of Health, New Mexico Museum of Art, New Mexico Film Foundation, Santa Fe County and Vista Therapeutics.

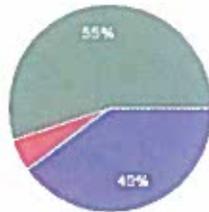
PROTEC Results

Demographics - Age



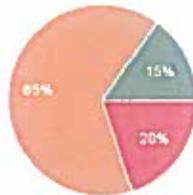
18-24	3	15%
25-34	6	30%
35-54	0	0%
55+	11	55%

Demographics - Ethnicity



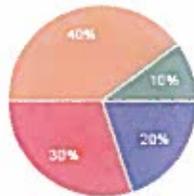
Hispanic	6	40%
Native American	1	5%
African American	0	0%
Caucasian	11	55%
Other	0	0%

Employed at Time of Entry to PROTEC



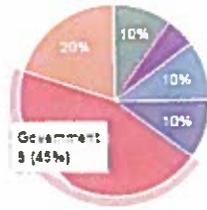
Yes, fulltime	0	0%
Yes, parttime	4	20%
No, actively seeking work	13	65%
No, not actively seeking work	3	15%

Employed at End of PROTEC



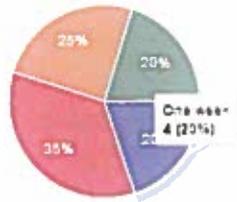
Yes, fulltime	4	20%
Yes, parttime	6	30%
No, actively seeking work	8	40%
No, not actively seeking work	2	10%

Internship - Type of Industry



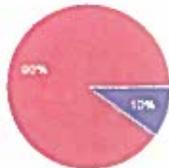
Science and Technology	2	10%
Government	9	45%
Education	4	20%
Film Industry	2	10%
Museums	1	5%
Medical	2	10%

Internship - Time to complete internship hours



One week	4	20%
Two weeks	7	35%
Three weeks	5	25%
Four weeks or more	4	20%

Internship - Hired from internship



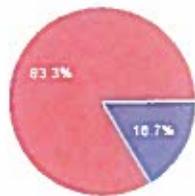
Yes, hired from internship	2	30%
No, not hired from internship	18	70%

Internship-Other jobs or responsibilities of participants during internships



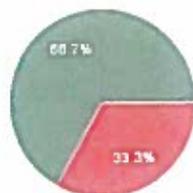
No obligations	6	30%
Single-parent or elder care obligations	3	15%
Attending school	3	15%
Working part-time job	1	5%
Employed full-time and unable to complete internship	5	25%
Medical issues	2	10%

Age Range of participants hired between July 21, 2015 and September 30, 2015 in full-time positions



15-24	1	16.7%
25-34	5	83.3%
35-55	0	0%
55+	0	0%

Age Range of participants hired between July 21, 2015 and September 30, 2015 in part-time positions



15-24	0	0%
25-34	1	33.3%
35-55	0	0%
55+	2	66.7%

Additional Results

Appendix A Public Presentation September 18, 2015, Higher Education Center, Santa Fe, New Mexico

Appendix B Qualitative Data Surveys - Student Evaluations

Appendix C Qualitative Data - Blog Appendix <http://protecsantafe.blogspot.com/>

Appendix D Qualitative Data - Internship/Employer Comments

PROTEC Summary

The success of the PROTEC program is apparent from; increase of participants from unemployed to employed status; successful completion of certification in MS Excel and MTA by five participants; and qualitative results for many participants in gaining self-confidence to re-enter the workforce and pursue further professional development.

In the future the program would benefit from a more rigorous screening process so that participants were better matched to the specified outcomes expected in an accelerated program. Cultivating employers is essential to the success of the internship and target industries and employers should be identified and be part of the overall program development.

The PROTEC partnership with labor, employers and education is a successful model for communities that are looking to support entry-level worker education for local industries that require employees to have computer and social media skills. SFCC is excited to repeat this program in the future and assist in replicating this successful model in other northern New Mexico communities.



PROTEC Santa Fe County Presentation February 23, 2016



Pilot Program

Information Sessions
June 10 – July 10, 2015

Screening of Applicants –
June 30, 2015 – July 10,
2015

Classroom Training at
SFCC – July 21 – July
31, 2015

Internships at Area
Businesses
August 3 – September
18, 2015

The Results
35 Participants Screened,
20 Accepted

(5) pass MS Excel
certification July 30th

(20) Complete full 2-week
training

(15) Successful Internships
completed by September
18th



Participating Internship Businesses



SER-Jobs for Progress, Inc.

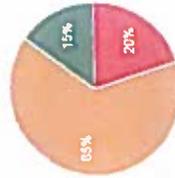


11/19/2014

PROTEC PARTICIPANTS

Employment

Employed at Time of Entry to PROTEC



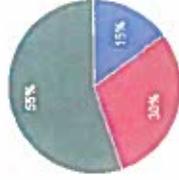
Employed at End of PROTEC



Demographics

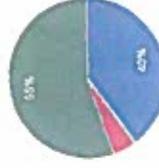
Demographics - Age

Age Group	Count	Percentage
18-24	3	15%
25-34	6	30%
35-54	0	0%
55+	11	55%

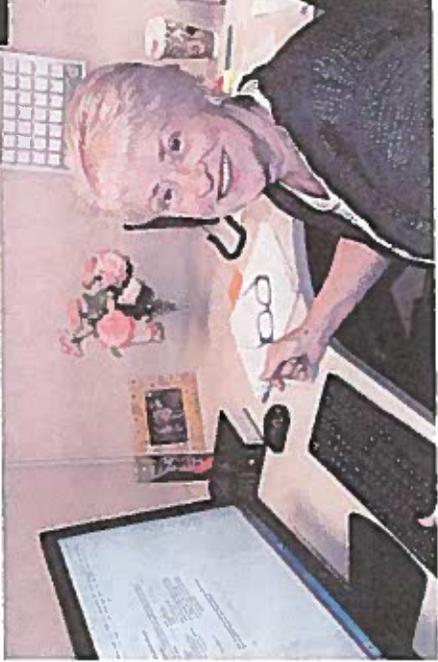


Demographics - Ethnicity

Ethnicity	Count	Percentage
Hispanic	8	43%
Native American	1	5%
African American	0	0%
Caucasian	11	55%
Other	0	0%



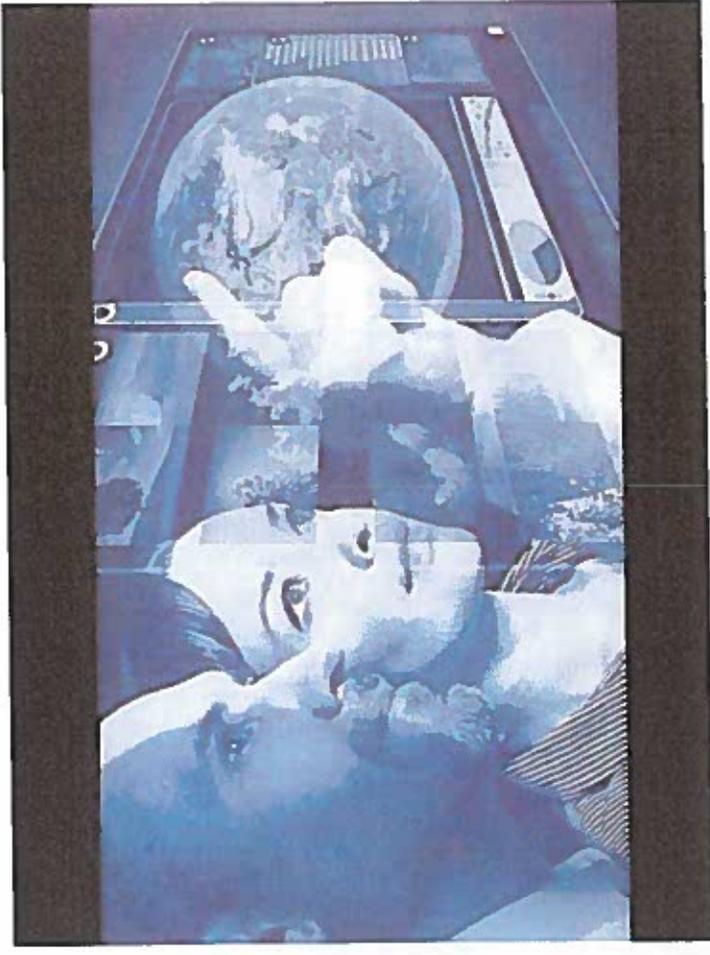
Qualitative Research – Job Site Visits



<http://protecsantafe.blogspot.com/>

Next Steps

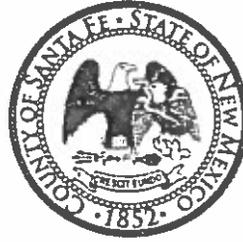
- Provide access to certification exams until June 2016 to all participants
- Work with area employers to determine future training needs
- Determine demographics to serve for future trainings
- Coordinate with the county and other entities to fund future short-term trainings



Henry P. Roybal
Commissioner, District 1

Miguel M. Chavez
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Kathy Holian
Commissioner, District 4

Liz Stefanics
Commissioner, District 5

Katherine Miller
County Manager

Memorandum

Date: February 23, 2016

To: Board of County Commissioners

From: Lisa Katonak, Executive Administrator
Tony Flores, Deputy County Manager

Subject: Presentation on the Santa Fe County Lodger's Tax Advertising and Marketing Program

Background and Summary:

On August 31, 2015, a professional services agreement with HK Advertising was entered into for the Advertising and Promotional Services for the Lodger's Tax program. Included within scope of work is the requirement that HK Advertising provide a report to the Board of County Commission on its activities.

Since the execution of the professional services agreement, HK Advertising has prepared its work plan and the Santa Fe County Brand Campaign which has been presented and endorsed by the Santa Fe County Lodger's Tax Advisory Board.

Action Requested:

No formal action is requested as this information is for presentation purposes only.

Exhibit:

- A – Santa Fe County Brand Campaign
- B – Presentation Material



SANTA FE COUNTY BRAND CAMPAIGN

Creative Overview | February 12, 2016



Creative Work Plan

KEY FACTS

- Santa Fe County (SFC) offers an extraordinary array of experiences for multigenerational travelers
- At the crossroads of ancient civilizations and modern adventures
- Spectacular landscapes and natural wonders
- World-class arts and cultural attractions
- Authentic, immersive experiences

BRAND POSITION

For the adventurous traveler who craves authentic experiences, Santa Fe County is the destination that feeds the soul and energizes the spirit.

CAMPAIGN OBJECTIVES

- Build on historic and cultural reputation by highlighting other important assets
- Appeal to travelers' desire for immersive, local, authentic experiences
- Grow preference for SFC among active travelers and outdoor enthusiasts
- Drive target audience to website

HOW WE'RE DIFFERENT

Santa Fe is widely recognized as a great small town with arts, history and culture. But there is so much more including:

- Unrivaled mountain scenery in a stunning high desert landscape with spectacular skies
- World-class hiking, biking, skiing opportunities
- Entrée to powerful Native American and Spanish American cultural experiences
- Spas and wellness centers in incredible settings to re-energize mind and body
- A celebrated local cuisine

CREATIVE STRATEGY

- Appeal to travelers who want more than shopping and museums, who want experiences
- Demonstrate powerful experiences that can energize body, mind and spirit
- Build awareness of SFC as the ultimate destination for outdoor enthusiasts
- Showcase sight-doing, not just sightseeing
- Use quotes from famous and accomplished visitors to proclaim the appeal of SFC

"Santa Fe County is New Mexico True"

Media Strategy

The plan targets key audiences during winter and spring 2016. The winter schedule runs from January through February and spring runs from March through June. Media includes:

- Geographically focused print
- Regionally focused digital radio
- Digital advertising focused on behavior and geography
- Paid social media

PRINT ADVERTISING

- New Mexico Vacation Directory
- New Mexico Vacation Guide

The New Mexico Vacation Directory will also be accompanied by BONUS editorial about activities and adventures found in SFC. This annual publication is distributed in numerous Albuquerque hotels, as well as homes in:

- Dallas
- Amarillo
- Midland
- Lubbock
- El Paso
- Albuquerque

A full-page ad will appear in the New Mexico Adventure Guide. NMTD's annual media budget of \$2.7 million promotes the Guide; it is sent to those requesting information. Additional distribution includes 80,000 copies mailed to select markets in common with SFC.

Digital ads are included in the print buy and will appear in spring to target:

- Oklahoma City
- Tulsa
- Las Cruces
- Albuquerque

Advertising will appear in the California edition of AARP Magazine. It includes a half-page ad followed by a BONUS half-page of editorial.

Placement in AARP in the April/May issue includes a business reply card distributed nationally. Recipients will be directed to the SFC landing page. Email addresses will be collected to a SFC database.

DIGITAL RADIO

Pandora allows us to promote events and festivals in a cost-effective manner.

Mobile and tablets will link to the SFC landing page for detailed information and special promotions. Winter markets include:

- Dallas
- Tulsa
- Oklahoma City
- Las Cruces
- Albuquerque

Spring markets include:

- Denver
- Los Angeles
- Las Cruces
- Albuquerque

DIGITAL ADVERTISING

Focused by behavior and geography in the first quarter to promote winter activities and spas in the following markets:

- Dallas
- Tulsa
- Oklahoma City
- Las Cruces

Spring promotes festivals and events, outdoor activities and cuisine in the following markets:

- Denver
- Colorado Springs
- Phoenix
- Tucson

Digital advertising will link to the SFC landing page. Digital includes various platforms from Texas Monthly because Texas is one of SFC's top feeder markets.

SOCIAL MEDIA ADVERTISING

Facebook will be used to target audiences whose interests align with SFC's offerings. Targets include men and women, ages 32-65 with interests in:

- Outdoors
- Hiking
- Camping
- Hunting
- Cycling
- Skiing
- Biking
- Climbing
- Horseback riding
- Native American culture
- Running

Targets also qualify as frequent travelers, leisure travelers and personal travelers (US).

A Final Thought

Storytelling. It's the oldest, most essential form of communication. It's also the essence of brand building. When done well it conveys power, credibility and trust in a brand — especially when the stories are voiced by prominent, non-affiliated personalities. Of course, Santa Fe has no shortage of influential celebrity boosters. So we have a unique opportunity to combine the power of their opinions with dramatic imagery to tell engaging stories. And that's just what we'll do for Santa Fe County. The message is clear. Santa Fe County is a place with vistas and beauty beyond belief. Come see, taste and experience everything we offer, for a True feeling of adventure steeped in culture."

Santa Fe County is
NEW MEXICO *True*

HK

EXHIBIT
"B"

HK – Santa Fe

- 34 years in Santa Fe
- Hotels
- Restaurants
- Destination Marketing Organizations
- New Mexico Pueblos
- *Buy Santa Fe* Campaign

HK - New Mexico Tourism

- NMTD Regional Marketing Groups (all 6)
- New Mexico's Laser Visa Initiative
- Town of Red River
- City of Carlsbad
- City of Roswell
- City of Alamogordo

NEW MEXICO *True*

HK

Longwoods Research

- Give travelers compelling reasons to choose New Mexico as their next great travel experience.
- Travelers with an adventurous spirit and thirst for authenticity are looking for:

Authentic Experiences

Discovery

Connection

Adventure

Longwoods Research

What Matters Most?

- Interesting history and historical sites
- Unique landmarks and natural attractions
- Interesting fairs and festivals
- Interesting architecture

NEW MEXICO *frue*

Unify the Brand

- National
- Regional
- Statewide
- Local

NM True is Producing Results

- Tourist spending sets all time high since 2011. Up 10.3%
- Tourism has generated \$609 million in taxes
- Off-set household tax burden \$810 up from \$700 last year

NM True is Producing Results

- Tourism jobs increased 4.3%
- Tourism to New Mexico is growing
- 32.7M people traveled to NM 2014
- Domestic marketable overnight trips which is the primary focus of “True” is growing faster than U.S. average

Results!

- Roswell Lodger's Tax up 14%
First time over \$1 Million
- Red River Lodger's Tax up 24%
First time over \$600,000

Santa Fe County is
NEW MEXICO *True*

HK

Santa Fe County Assets

- Outdoor Recreation
- Arts, Culture & Cuisine Tours
- Spa, Wellness & Spirituality
- Events

Santa Fe County Outdoor Recreation

- International Mtn. Biking Assoc. – Silver Level
- Skiing - Ski Santa Fe
- Hiking – Over 34 miles of trails
- Equestrian
- Trails – Aspen Vistas, Dale Ball, Wildlife West, Bandelier & Tsankawi
- State Parks – Cerrillos & Hyde Memorial

Santa Fe County

Arts, Culture & Cuisine Tours

- Santa Fe Opera
- Studio Tours – Galisteo, Madrid & Cerrillos
- El Rancho de Las Golendrinas
- Estrella del Norte Vineyard & Wine Tours
- Pueblos – Seven Northern Pueblos
- Four Seasons Resort, Bishops Lodge
- Rancho de Chimayo

Santa Fe County

Spa, Wellness & Spirituality

- Ten Thousand Waves
- El Santuario de Chimayo
- Four Seasons Resort Rancho Encantado
- Sunrise Springs Integrative Wellness Resort

Santa Fe County Events

- Studio Tours
- Bike & Brew
- Rancho de las Golendrinas – Renaissance Festival
- Big Mountain Enduro
- Santa Fe Wine & Chile Fiesta

Brand Position

- For the adventurous traveler who craves authentic experiences, Santa Fe County is the destination that feeds the soul and energizes the spirit.

Campaign Objectives

- Build on historic and cultural reputation
- Appeal to travelers' desire for immersive, local, authentic experiences
- Grow preference for SFC among active travelers and outdoor enthusiasts
- Drive attendance to events
- Drive target audience to website

Creative Strategy

- Appeal to travelers who want more than shopping and museums
- Demonstrate powerful experiences that can energize body, mind and spirit
- Build awareness of SFC as the ultimate destination for outdoor enthusiasts
- Showcase sight-doing, not just sightseeing

Convey a Clear Message

Everything Santa Fe County offers
will evoke a “True” feeling

Adventure Steeped in Culture

Santa Fe County is
NEW MEXICO *True*

HK

Media Strategy

Target Key Audiences

- Geographically focused print
- Regionally focused terrestrial & digital radio for our events
- Digital advertising
- Social – Facebook, Twitter & Instagram
- Paid social media
- Print coop opportunities

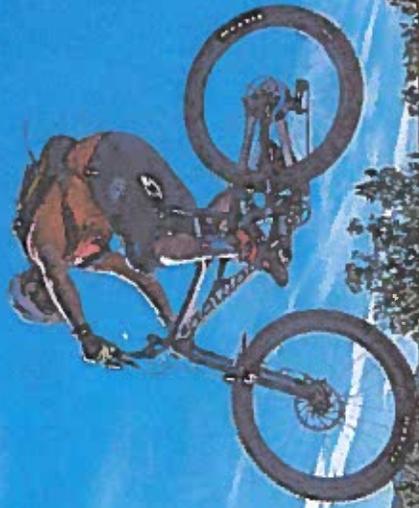
Media Strategy

Drive Markets

- Texas
- Colorado
- Oklahoma
- Arizona
- California

La Torre Sino Trail

There is always a different adventure to be had. [TRUE]



Santa Fe County is
NEW MEXICO True

SantaFeNMTrue.com

BEST DESTINATION FOR OUTDOOR ENTHUSIASTS - USA TODAY 10 BEST

Santa Fe offers outdoor adventure to enthusiasts with breathtaking mountain vistas, four distinct temperate seasons, outdoor activities, and some of the purest air in the world.

SANTA FE IS RECOGNIZED BY THE INTERNATIONAL MOUNTAIN BICYCLING

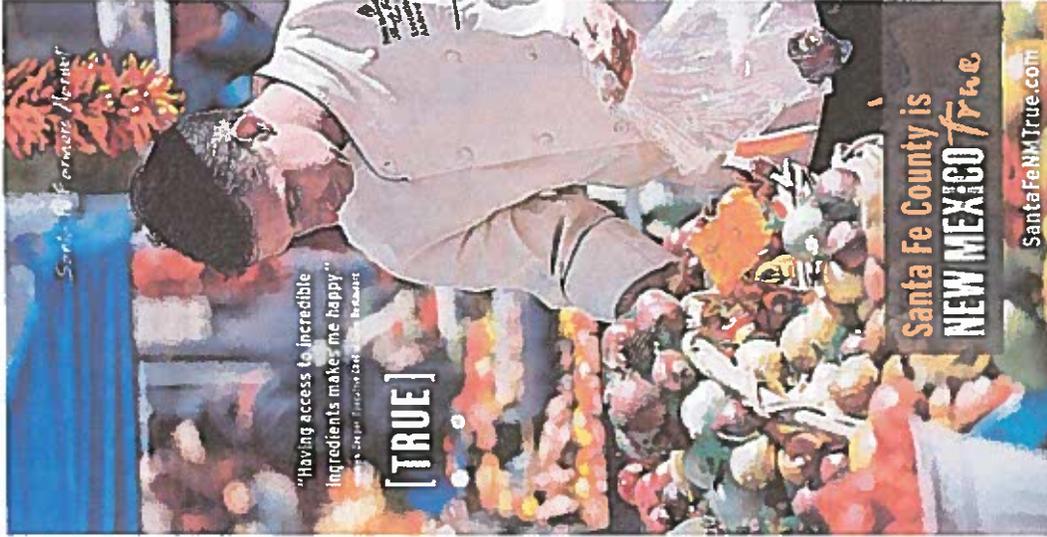
ASSOCIATION (IMBA) AS A SILVER LEVEL RIDE CENTER.

The Ride Center designation represents IMBA's recognition of large-scale mountain bike destinations that offer a wide range of great trails for every riding style.

SantaFeNMTrue.com

New Mexico Adventure Guide & New Mexico Vacation Directory

HK



"Having access to incredible ingredients makes me happy."
— A Chef from the Santa Fe Market

[TRUE]

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SantaFeNMTrue.com

THE BATAAT FOUR SEASONS RESORT RANCHO FRENCHADO Hotel, the four Diamond five dining restaurant at the Four Seasons Resort Rancho Encinita incorporates all of these, several ingredients available from Santa Fe Farmers Market, recognized nationally as one of the 10 Best markets by Sunset Magazine and USA Today

SantaFeNMTrue.com

AARP Magazine

HK

Facebook

Photo by Dham Khale

Santa Fe County is NEW MEXICO Free

Santa Fe County Tourism
 Tourist Information
 Outdoor Recreation

Santa Fe County is NEW MEXICO Free

Liked | Following | Message | Hootlet | Hootlet | ...

Timeline | About | Photos | Reviews | More

167 people like this

Invite friends to like this Page

Post | Photo / Video

Write something...

Post

ABOUT

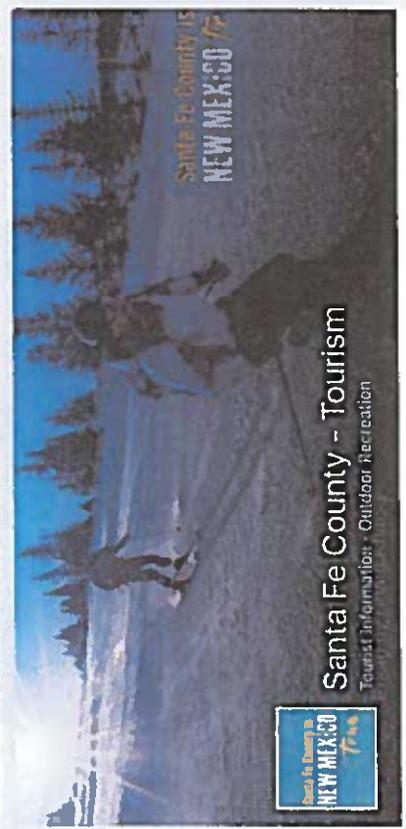
102 Grant Ave
 Santa Fe, New Mexico
 (505) 986-0200
<http://seesantafe.org/>

Save

PHOTOS

Santa Fe County - Tourism shared Visit New Mexico's photo

The golden aspen leaves have fallen. Next up... snow! #GetOutside #SantaFeNMTTrue



- Publish
- Photo
- Edit Page
- ... More

266 likes + 6 this week

Watch Video 2 clicks over past 7 days

Reach people nearby for \$20 Promote your business in Santa Fe

About

102 Grant Ave, Santa Fe, New Mexico
Get directions

Call (505) 958-6200

Facebook Now





Settings icon, Share icon, and Following button.

Santa Fe NM True

@SantaFeNMTrue FOLLOWS YOU

Official Visitor Information for Santa Fe County.

#SantaFeNMTrue #NewMexicoTrue #GetOutdoors

📍 Santa Fe, NM 🌐 seesantafe.org

81 FOLLOWING 49 FOLLOWERS

Navigation tabs: Tweets (selected), Media, Favorites



Santa Fe NM True @SantaFeNMTrue 8m
Spend some time hanging out in Santa Fe County!
Photo by @adam.ly

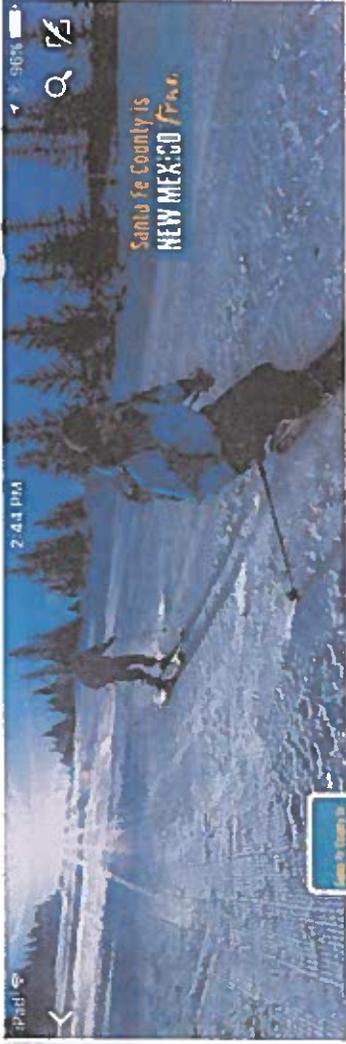
#getoutdoors #getoutsid... ift.tt/1k5JYTi



Bottom navigation bar: Home, Notifications (5), Moments, Messages, Me

Twitter





Twitter Now



Santa Fe NM True

@SantaFeNMTrue FOLLOWS YOU

Official Visitor Information for Santa Fe County. #SantaFeNMTrue
#NewMexicoTrue #GetOutdoors

📍 Santa Fe, NM seesantafe.org

258 FOLLOWING 316 FOLLOWERS



Santa Fe NM True @SantaFeNMTrue

Santa Fe aka the City Different: Arts, Architecture and
Chiles ow.ly/Y1sy4 #SantaFeNMTrue



Santa Fe aka the City Different: Arts,
Architecture and Chiles
parade.com



Santa Fe NM True @SantaFeNMTrue

Just in case you had not heard this yet... the snow at Ski
Santa Fe is epic! Don't you wis... [ift.t/1UP5Tu0](http://t.t/1UP5Tu0)



27 posts 132 followers 113 following

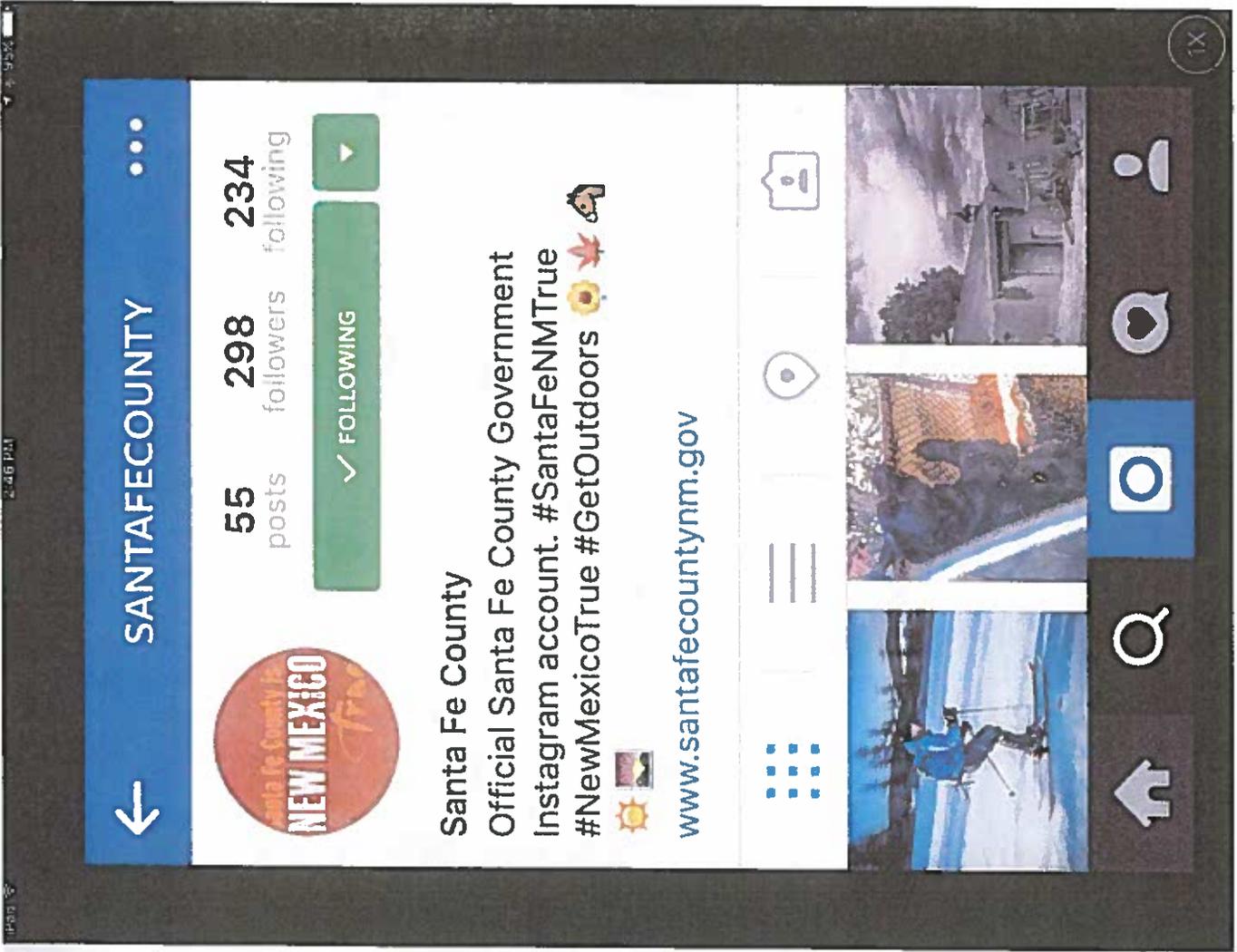
Edit Profile



Santa Fe County
Official Santa Fe County Government Instagram
account. #SantaFeMTrue #NewMexicoTrue
#GetOutdoors
www.santafecountynm.gov

Instagram

Navigation icons: Home, Search, Post, Activity, Profile



← SANTAFECOUNTY ...



55 posts 298 followers 234 following

✓ FOLLOWING

Santa Fe County
Official Santa Fe County Government
Instagram account. #SantaFeNMTrue
#NewMexicoTrue #GetOutdoors 🌲🍁
www.santafecountynm.gov



1X

Instagram
Now

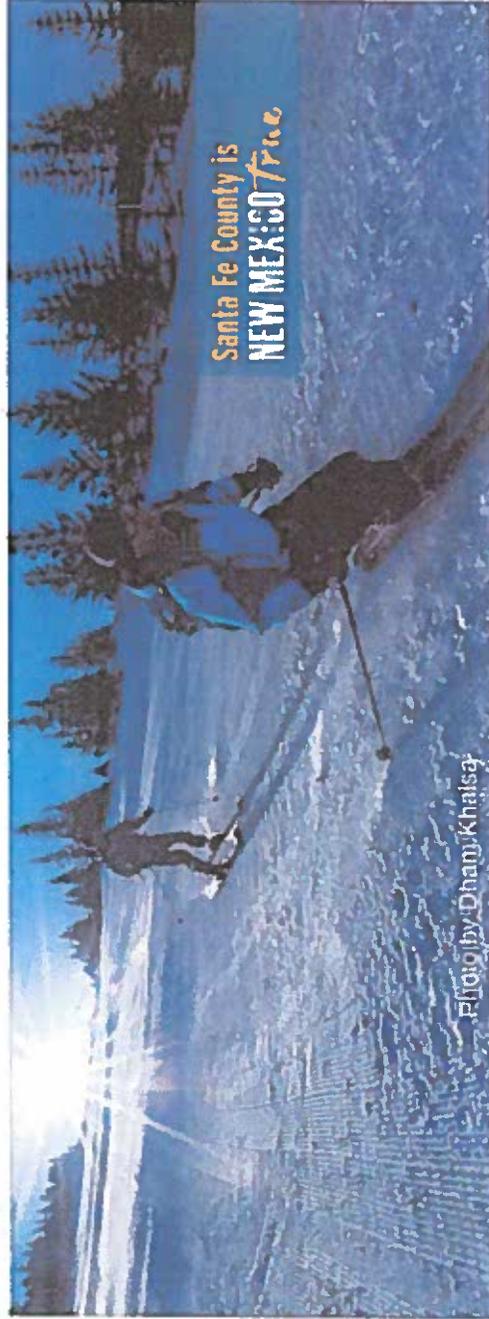
HK

Suggested Page



Santa Fe County - Tourism
Sponsored

Readers of USA Today voted Santa Fe the #1 Outdoor Recreation destination in America.



**Santa Fe County is
NEW MEXICO *True***

Santa Fe County - Tourism

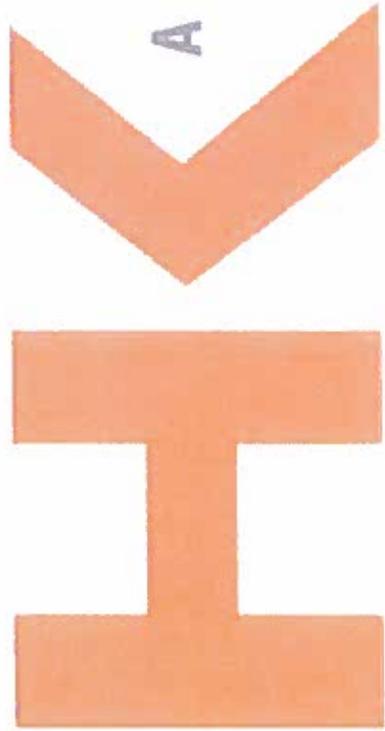
Tourist Information
266 people like this.



Facebook
Ad



Thank You!



A D V E R T I S I N G

Santa Fe

HK

VII. Discussion/Information Items/Presentations

B. Presentations

- 4. Presentation and Possible Direction Concerning the Creation of Consolidated Precincts and Voting Convenience Centers for the 2016 Primary and General Elections. (County Clerk's Office/Steve Fresquez) (Possible Action)**

