



**Santa Fe County Board of County Commissioners and City of Santa Fe City Council
Joint Meeting On Economic Development
Monday, October 20 from 9 a.m. to 12 p.m.
Santa Fe County Commission Chambers**

Agenda

- 1) Opening Comments
 - a. City of Santa Fe Mayor Javier Gonzales (5 minutes)
 - b. Santa Fe County Commissioner Daniel Mayfield (5 minutes)
- 2) Historical Context For Regional Discussion (Katherine Miller- 5 minutes)
- 3) County Economic Development Overview (David Griscom- 15 minutes)
- 4) City Economic Development Overview (Kate Noble- 15 minutes)
- 5) Discussion on Key Areas of Collaboration (1 hour)
 - a. Outdoor Economy (Kate Noble and David Griscom)
 1. Background, Opportunities and Potential Impacts
 2. Video
 3. Action item: Direction to staff
 - b. Film/Media Industry (Kate Noble and David Griscom)
 1. Background, Opportunities and Potential Impacts
 2. Action item: Direction to staff
 - c. Occupancy Tax Advisory Board (OTAB) and Lodgers Tax Advisory Board (LTAB)- (Randy Randall, John Berkenfield)
 1. Background, Opportunities and Potential Impacts
 2. Action item: Direction to staff
- 6) Open Discussion on Opportunities for Regional Collaboration (30 minutes)
- 7) Next Steps (15 minutes)

15 minute break at the discretion of the County Commission and City Council

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DATE: October 20, 2014

TO: Board of Santa Fe County Commissioners and Santa Fe City Council

FROM: Kate Noble Acting Director, Housing and Community Development Department
David Griscom, Economic Development Manager, Santa Fe County

RE: Joint City and County Economic Development Efforts

Background

In anticipation of the opportunity for the County and City to collaborate on upcoming local and regional initiatives, the County Manager and the Mayor of Santa Fe proposed to organize a series of joint meetings between the respective elected governments, with the first meeting to focus on economic development. Per the agenda, this meeting is intended to focus on three substantive areas of discussion (Outdoor Industry, Film/Digital Media, and Lodgers Tax Advisory Board/Occupancy Tax Advisory Board), with an additional opportunity to discuss local and regional collaboration more broadly.

Enclosures

In this packet are the following:

- County Economic Development Overview
- City Economic Development Overview
- General economic data for Santa Fe MSA
- Outdoor Industry Fact Sheet
- Film/Digital Media Industry Fact Sheet
- Tourism Fact Sheet
- Current areas of collaboration between City and County

Purpose

The City and County have been collaborating on a number of economic development projects in the past few years, as documented in the "Current Areas of Collaboration" attachment in this packet. Additionally, there are several areas of economic development that are gaining in momentum and strategic focus, and staff would benefit from input gained from the City Councilors and County Commissioners.

Joint Economic Development Values and Goals

Following is a framework of values and goals that define and determine the nature of City and County economic development efforts:

- 1) Affordability - People can afford to live/work in Santa Fe (greater income equality)
 - a. High wage jobs
 - b. Affordable housing and business space
- 2) Diversity -
 - a. –A secure mix of industries and year round economy
 - b. -Demographic (Ethnic, Age)
 - c. –Ideas
- 3) Opportunity –
 - a. For individuals – a skilled workforce, high wage and high mobility jobs
 - b. For businesses – a culture of entrepreneurship and possibility
 - c. For community – build on brand and unique assets
- 4) Place –
 - a. A clean environment
 - b. Robust, secure infrastructure
- 5) Good Government –
 - a. Intentional investments – Money spent makes a difference
 - b. Responsive and adaptable
 - c. Active partnerships – Regionally and in the community

Further, economic development staff from the City and County utilize in some fashion the following guidelines:

- 1) Prioritize (investments, resources, effort)
- 2) Work collaboratively and regionally
- 3) Respect communities and ecosystems
- 4) Measure impacts