Henry P. Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3

Anna T. Hamilton
Commissioner, District 4

Ed Moreno
Commissioner, District 5

Katherine Miller
County Manager

DATE: *March 2, 2017*

TO: *Board of County Commissioners*

VIA: *Katherine Miller, County Manager*

FROM: *Chris M. Barela, Constituent Service Liaison District 3*

RE: *A Proclamation to proclaim the Month of March, 2017, as: "Certified Government Financial Managers Month"*

Board of County Commission meeting March 14, 2017

BACKGROUND AND SUMMARY:

The Association of Government Accountants (AGA) is a professional organizations which has a network of over 14,000 members in 101 chapters in the U.S. and around the world.

AGA active members in the New Mexico and Albuquerque chapters represent state, federal, municipal and private sector accountants, auditors and financial managers in New Mexico.

AGA chapter members are responding to the mission of advancing government accountability and educational efforts and an emphasis on high standards of conduct, honor and character in the AGA code of ethics.

AGA's Certified Government Financial Manager (CGFM) program provides a means of demonstrating professionalism and competency by requiring CGFM candidates to have appropriate educational and employment histories, to abide by AGA's code of ethics.

REQUEST ACTION:

To proclaim the month of March, 2017, as: "Certified Government Financial Managers Month"

ATTACHMENTS:

- Proclamation

SANTA FE COUNTY PROCLAMATION

PROCLAIMING THE MONTH OF MARCH, 2017, "CERTIFIED GOVERNMENT FINANCIAL MANAGERS MONTH"

WHEREAS, the Association of Government Accountants (AGA) is a professional organization, which has a network of over 14,000 members in 101 chapters in the United States and around the world; and

WHEREAS, there are approximately 311 active members in the New Mexico and Albuquerque chapters of the AGA, representing state, federal, municipal and private sector accountants, auditors and financial managers in New Mexico; and

WHEREAS, AGA New Mexico and Albuquerque chapter members have responded to AGA's mission of advancing governmental accountability and broad educational efforts, with emphasis on the high standards of conduct, honor and character in the AGA code of ethics; and

WHEREAS, AGA New Mexico and Albuquerque chapter members are making significant advances in professional ability and in service to the citizens of New Mexico by mastering increasingly technical and complex requirements; and

WHEREAS, AGA's Certified Government Financial Manager (CGFM) program provides a means of demonstrating professionalism and competency by requiring CGFM candidates to have appropriate educational and employment histories, to abide by AGA's code of ethics; pass three examinations requiring expertise in governmental environment, governmental financial management and control, governmental financial management and budgeting; and to maintain certification by completing at least 80 hours of continuing professional education in governmental financial management topics or related technical subjects every two years.

NOW THEREFORE BE IT RESOLVED THAT WE, THE BOARD OF COUNTY COMMISSIONERS OF SANTA FE COUNTY, DO HEREBY PROCLAIM THE MONTH OF MARCH, 2017, AS:

"CERTIFIED GOVERNMENT FINANCIAL MANAGERS MONTH"

APPROVED, ADOPTED AND PASSED ON THIS 14TH DAY OF MARCH, 2017.

Henry P. Roybal, Chairman
Commissioner, District 1

Anna Hansen, Vice-Chair
Commissioner, District 2

Robert A. Anaya,
Commissioner, District 3

Anna T. Hamilton,
Commissioner, District 4

Ed Moreno,
Commissioner, District 5

Katherine Miller,
County Manager

APPROVED AS TO FORM:

Gregory S. Shaffer, County Attorney

ATTEST:

Geraldine Salazar, County Clerk

VII. Discussion/Information Items/Presentations

B. Presentation

2. Presentation of "3% Valuation Cap" Video. (County Assessor/Gus Martinez)

Henry P. Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3

Anna T. Hamilton
Commissioner, District 4

Ed Moreno
Commissioner, District 5

Katherine Miller
County Manager

MEMORANDUM

Date: March 14, 2017

To: Board of County Commissioners

From: Deputy County Manager Tony Flores

Subject: Santa Fe County Lodgers' Tax Advertising and Marketing Program

Background

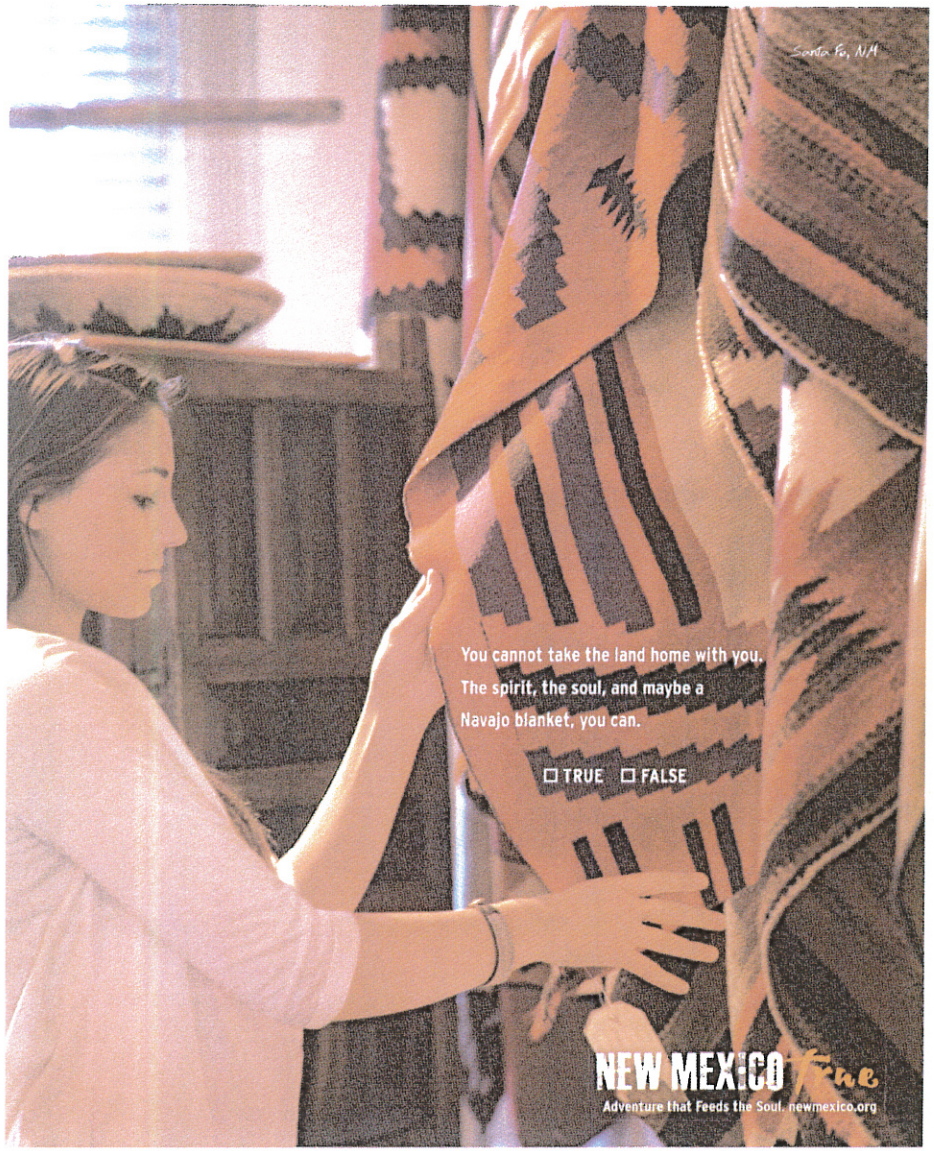
This agenda item is the annual presentation update regarding the Santa Fe County Lodgers' Tax Advertising and Marketing Program and Contact Agreement No 2015-0307 – FI/MY with HK Advertising, for Advertising and Promotional Services Related to Santa Fe County's Lodgers Tax Program.

This is for Information Purposes Only. No Action is being taken.

Santa Fe County is

NEW MEXICO *true*

HK ADVERTISING



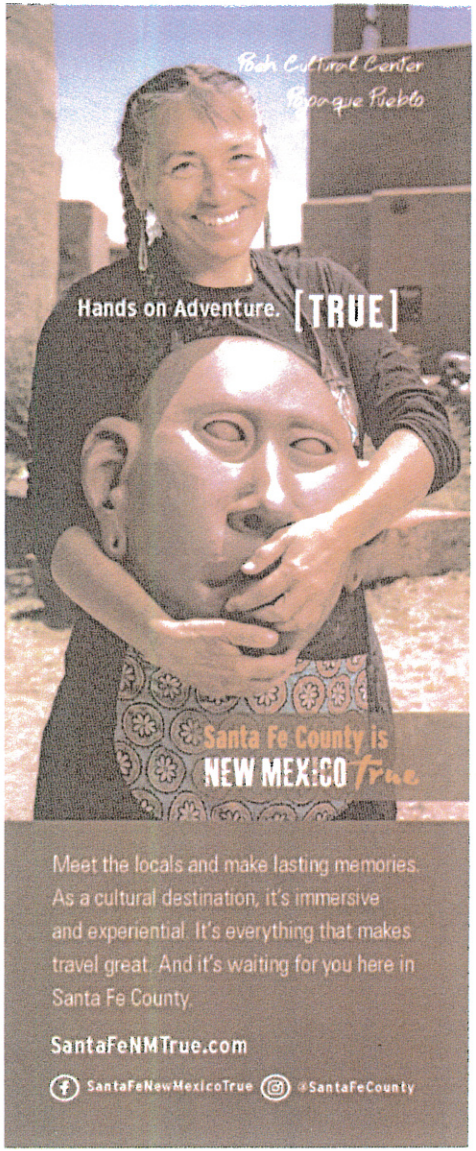
Lodgers' Tax Marketing and Advertising Update

- Marketing Concept
- Leverage New Mexico True
- Santa Fe County Assets
- New Opportunities
- Our Plans for the Future

HK

New Mexico True

- Brand is built on research
- Why people come to New Mexico
- Speaks to the Authentic Experience
- Site Doing
- Rich Culture, Activities and Outdoor Adventures
- Aligning with the "True" $9.3 million spend.



New Mexico True Success

- Direct visitor spend is up 21.3%
- Visitor spend generated $629M in taxes
- Offset each household tax burden by $826
- Tourism jobs increased by 7.5%
- Fourth consecutive year record breaking for tourism growth

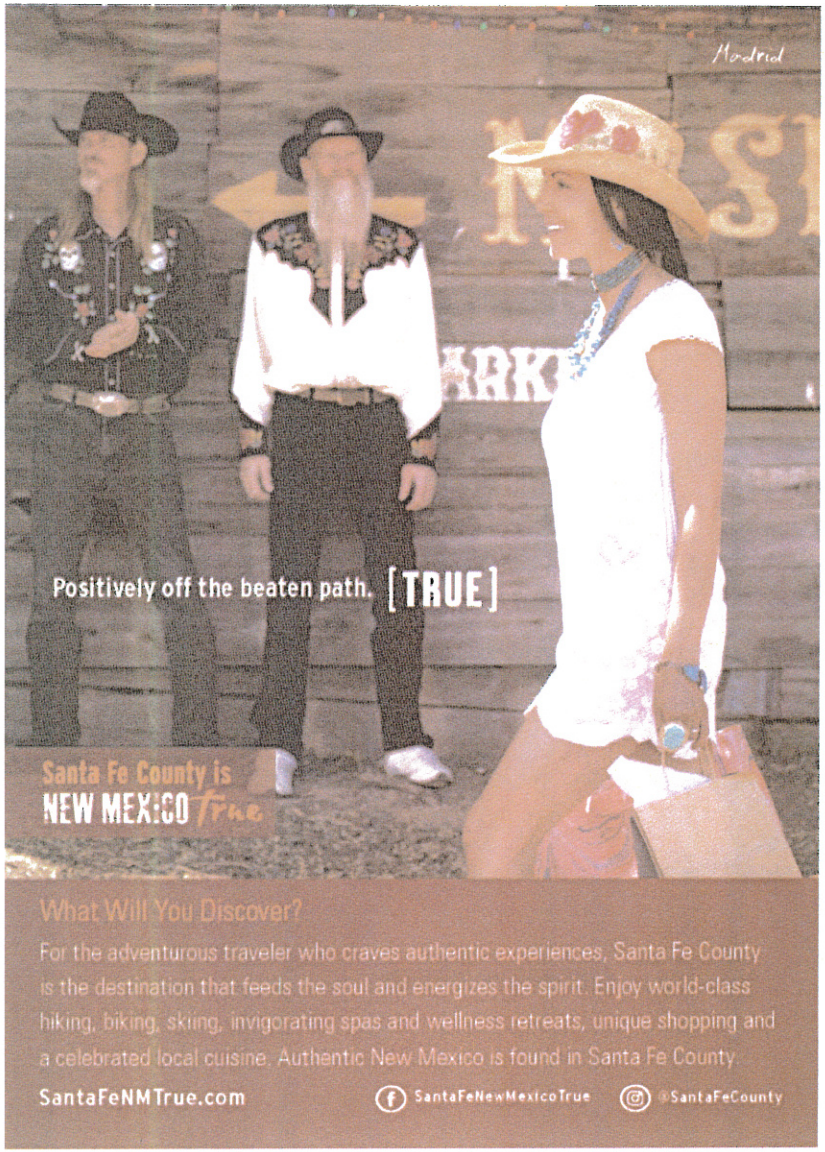
- NM True advertising delivers 7:1 ROI at the tax-base level

- 2015 Data courtesy of New Mexico Tourism Department

Santa Fe County is New Mexico True

- SFC Tourism Tax Receipts is up over 2015
- SFC Visitor Spending increasing at a growth rate of 6.7% ($183M)
- SFC Tourism Employment-7,857 jobs
- Lodging Report for 2016 compared to 2015 shows occupancy is up. *
- Even with one property not reporting - Bishop's Lodge

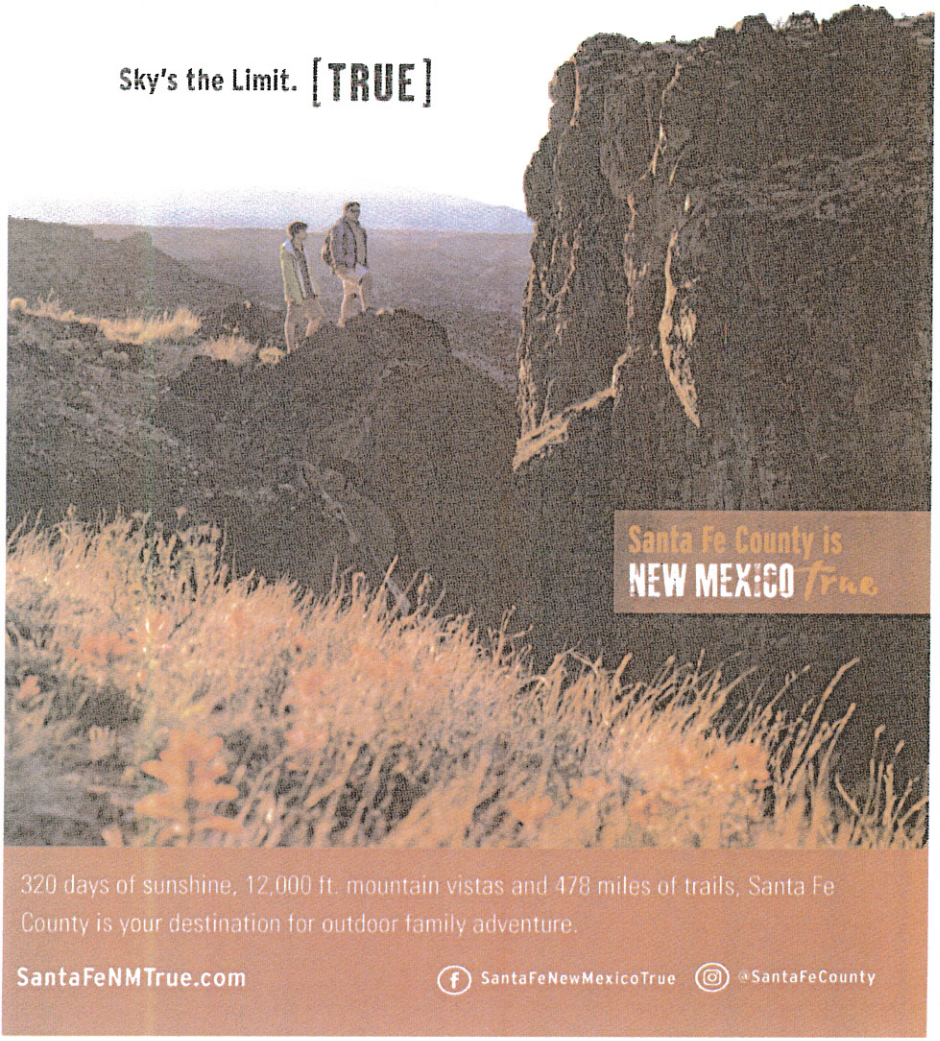
* Data from Rocky Mountain Lodging Report



Santa Fe County Assets

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

Diablo Canyon

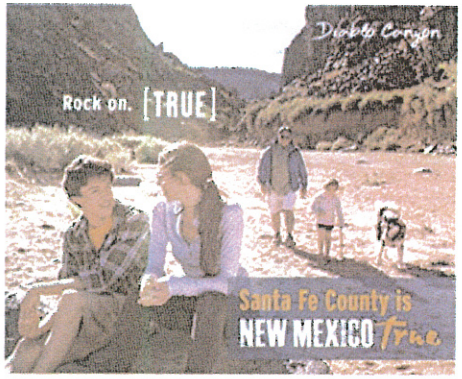


Our Brand Position

- 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 for booking and more information



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

Media Strategy

- Geographically focused print
- Digital advertising
- Social – Facebook, Twitter & Instagram
- ABQ "Sunport" Airport Displays
- Print coop opportunities with NMTD
- DFW Airport Displays
- Blogs on County events and assets – collaborate with SF Tourism

Media Strategy

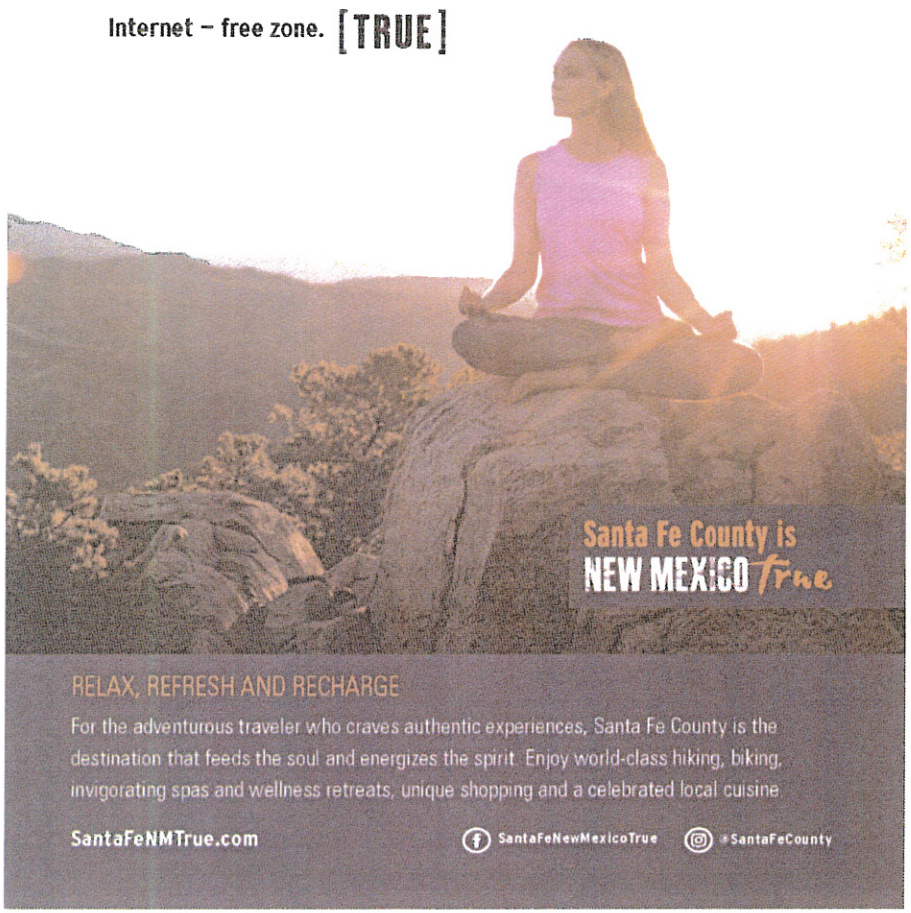
Drive Markets:

- Texas
- Colorado
- Oklahoma
- Arizona
- California

Fly Markets:

- Phoenix
- Dallas
- El Paso
- Colorado Springs
- Others

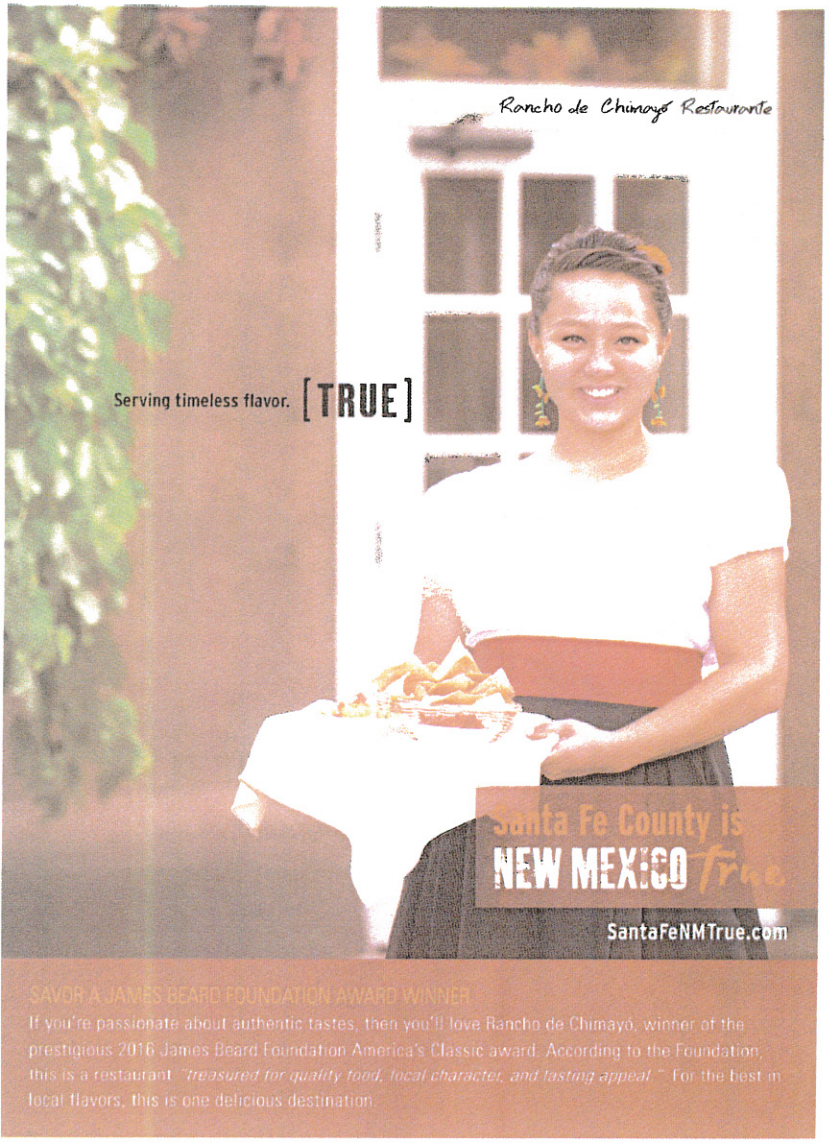
Dale Ball Trails



New Opportunities

- New Mexico Tourism Advertising Grant Received $49,685
  - Texas Monthly
  - DFW Airport Prestige Screens
  - D Magazine
  - Southwest Airlines
  - Outside Magazine
  - New Mexico Magazine

HK ADVERTISING



Developing New Assets

- Stanley Cyclone Center
- Open Space and Trails
- New Mexico Tourism Department Grant Opportunities and Markets

Our County Assets are Showcased

- Great response and positive feedback throughout the County
- Outdoor Adventure
- Cultural
- Events
- Spas
- Restaurants
- And our Lodgers

Future Tools

- New Photography-Winter
- New Video
- Fulfillment Visitor Guide
- Digital video ads

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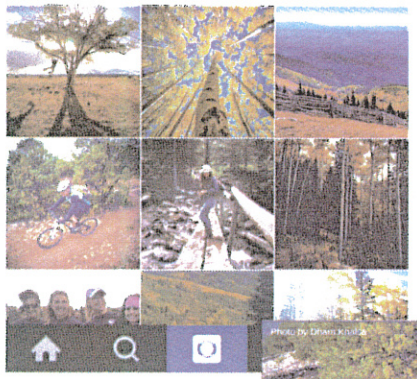
Edit Profile

Santa Fe County
Official Santa Fe County Government Instagram account. #SantaFeNMTrue #NewMexicoTrue #GetOutdoors



Following

Santa Fe NM True

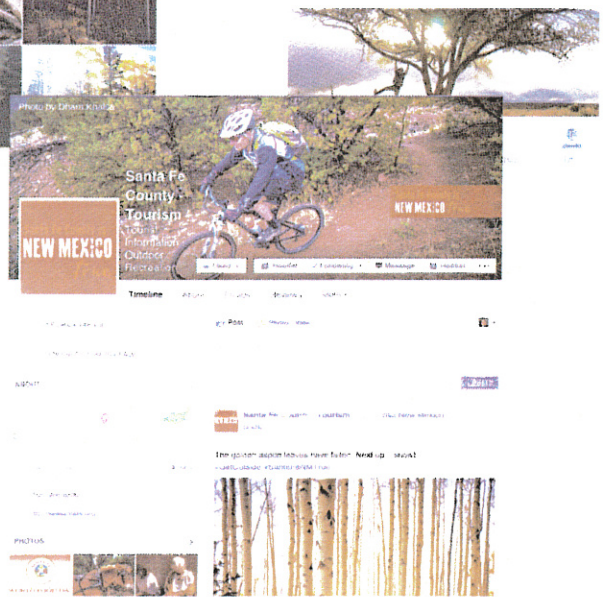
Official Visitor Information for Santa Fe County.

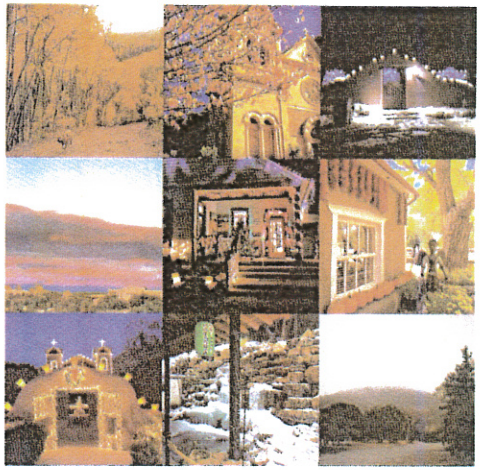
81 49

Tweets

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

#getoutdoors #getoutsid...



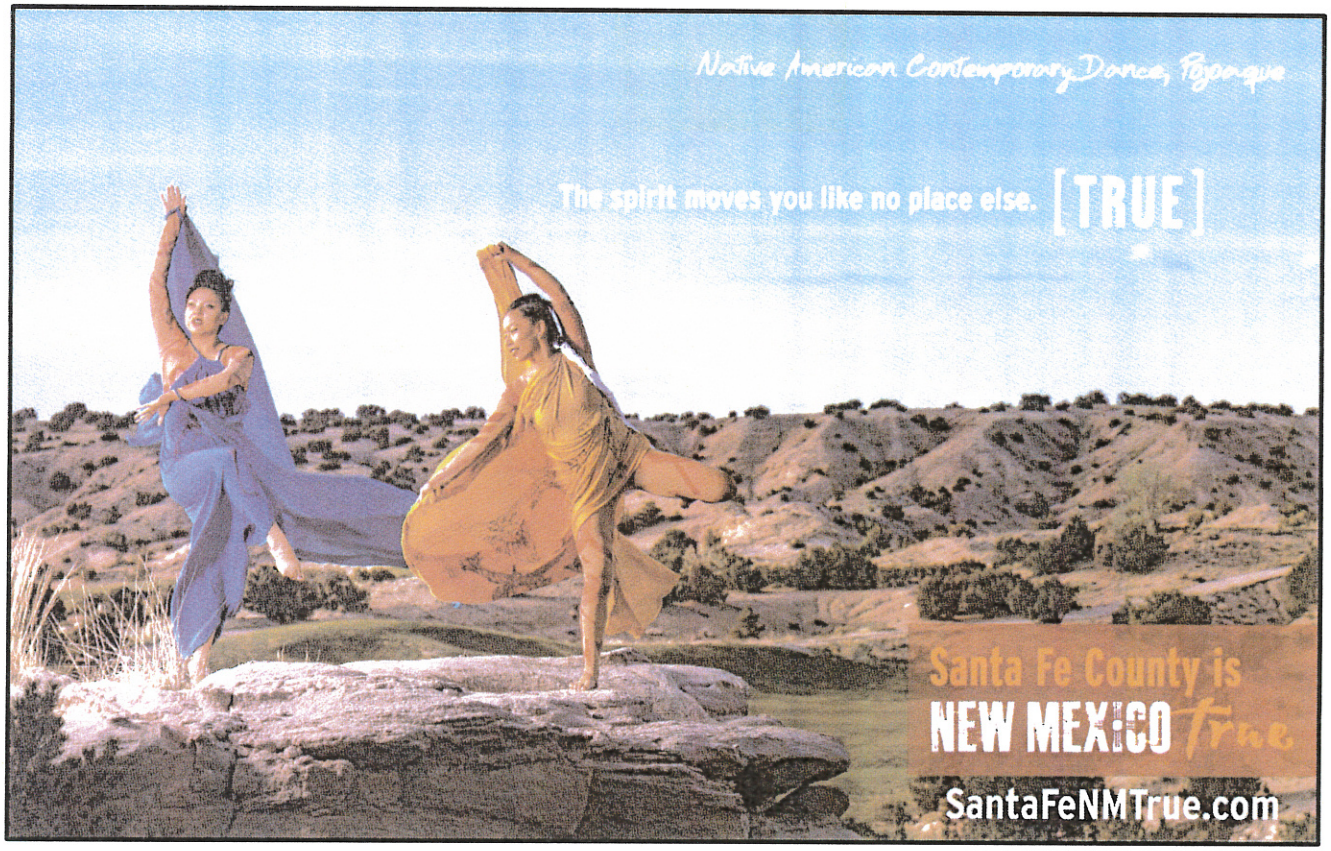


Santa Fe County - Tourism

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

Santa Fe County - Tourism
Tourist Information
266 people like this.

Like Page



Thank You!

HK
ADVERTISING

Santa Fe County is
NEW MEXICO True

VII. Discussion/Information Items/Presentations

B. Presentation

4. **Presentation on the City of Santa Fe Film Commission by Santa Fe County Representative, Lee David Zlotoff. (Commissioner Hansen)**