

Current Areas of Economic Development Collaboration Between City and County

1. Outdoor Recreation: The County identified Outdoor Recreation as a key target industry in 2010 with the adoption of the Sustainable Growth Management Plan (SGMP), and subsequently with the Economic Development Plan in 2014. The City has also recognized this industry as a key area, particularly for targeted recruitment of businesses.
 - a. Tourism: Both the City and the County contributed staff time and sponsorship to the first annual Outside Bike and Brews festival in May 2014. Both plan to continue to support this for the May 2015 event. The event drew over 8500 total attendance, with an economic impact of \$1.29 million. 12 temporary jobs were created and more than 1800 out-of-state visitors attended the Bike and Brew Festival and the SF Century.
 - b. Business Recruitment: The County and City are partnering on a multi-pronged strategy to recruit outdoor oriented businesses to the area. This includes clustering around the success of Bicycle Technologies International, Outside Magazine, craft breweries and other growing businesses.
 - i. Clustering: The City and County collaborated in 2013 on reaching out to a select few bicycle manufacturers, distributors, and back office support that might have a strategic interest in locating within close proximity to BTI, and will continue to pursue clustering opportunities, particularly around the bicycle industry.
 - ii. Trade Shows: The City and County, in collaboration with the NM Partnership (business recruitment arm of the NM Economic Development Dept) and the Regional Development Corporation, have attended two Outdoor Industry Association(OIA) Outdoor Retailer Trade Shows in Salt Lake City in an effort to recruit new businesses to the Santa Fe region. Each trade show featured a booth with marketing material on the advantages of doing business in Santa Fe as well as New Mexico. Each trip also included individual meetings with companies, ranging from startups to established businesses, from around the world.
 - iii. Sales Missions: There are ongoing discussions to collaborate with the NM Partnership on sales missions by identifying key cities that have critical mass of outdoor products companies, and setting up one-on-one meetings with companies
 - iv. Familiarization tours: At the recent Economic Development Summit in Hobbs, County and City staff had the opportunity to meet Site Selectors from around the country. As a result, there are plans to organize a familiarization tour of Santa Fe for site selectors, highlighting the infrastructure, property, and outdoor recreation opportunities available throughout Santa Fe County.
 - v. Rendezvous Conference: Each year, the OIA hosts a conference of industry leaders and corporate CEOs to discuss trends and opportunities. The City and County would like to submit a letter to OIA requesting that we host Rendezvous in 2016 or 2017. Hosting some of the outdoor products companies and their

CEOs would create a unique opportunity to showcase our business climate, outdoor infrastructure, and quality of life.

- c. IMBA: The City passed Resolution 2014-24, supporting efforts to achieve International Mountain Biking Association (IMBA) Ride Center status, and encouraging City/County staff to collaborate on achieving Gold-level status. The County is also pursuing a Resolution to pursue Gold level certification
2. Film/Digital Media: Both the City and County have recognized the importance of the film/digital media industries, including the investments in Santa Fe Studios and in the property supporting the Santa Fe University of Art and Design, which includes Garson Studios.
 - a. Shoot Santa Fe: The City and County have collaborated on promoting film production in the Santa Fe and northern NM region via Shoot SF, an informal collaborative between City of Santa Fe, Santa Fe County, Los Alamos County, Regional Development Corporation, Taos County, IATSE local 480.
 - b. Partnership for growth: The County and City have been developing a plan to grow the film and digital media industry through marketing, improved infrastructure, distribution, increased crew base, financing and other areas.
3. NM Partnership PRO response: The City and County continue to partner on proposals to the NM Partnership in response to Potential Recruitment Opportunities (PROs) sent out by the NM Partnership when companies express interests in potentially relocating to NM.
4. Entrepreneurship: City of Santa Fe has several entrepreneurship and startup initiatives to promote new startup activity. Santa Fe County Economic Development has sponsored and actively participated in the bizMIX start-up business plan competition.