

Silver City Arts & Cultural District FY15 Lodger's Tax Final Summary Report

Selected highlights:

- Lodger's Tax figures are showing an increase for the past fiscal year for Silver City.
- Numbers at the Murray Ryan Visitor Center continue to grow. Through May 30, visitation numbers total 19,034 - a 20% increase over the same period last year, with February – April enjoying the largest growth in the last three years of statistical analysis.
- 7,162 requests for information have been fulfilled to date.
- 25,000 16-page reprints of the New Mexico Magazine feature were printed, with 3,320 distributed to date.
- 11,515 "101 Things to do in Silver City" postcards have been distributed.
- Visitation numbers at the local attractions report an average of an 18% increase over last year.
- Silvercitytourism.org has consistently seen 4,000+ unique visitors per month with 75% being new visitors.
- The Facebook profile page, Visit Silver City, reports a 1,303% increase in likes from 443 to 6,216. Posts regularly reach audiences in the thousands.
- The Pinterest profile page, Visit Silver City, reports a total of 178 followers. 14 boards contain a total of more than 300 image-based pins.
- The Instagram profile page, Visit Silver City, reports 152 followers since its creation in October of 2014. The hashtag #SilverCityNM currently contains 2,187 photos advocating for Silver City taken by locals and visitors alike
- 54 print ads, most of which were large format for greater impact, were placed in national and regional publications.
- Partnership with the New Mexico Tourism Department and Grant County Tourism resulted in a 6-month run of the center panel on the Tucson Street Car trolley.
- Silver City is constantly recognized at the State level as a model in the tourism industry.

Financial Summary

The Silver City Arts & Cultural District has spent a total of \$147,700 on Tourism Marketing for the Town of Silver City as of June 15, 2015. Of this amount, \$104,500 has been billed to Town of Silver City Lodger's Tax, \$40,000 was billed to the State of New Mexico Tourism Department, and \$3,200 was paid by Grant County Tourism. The breakdown is as follows:

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| Print Advertising..... | \$109,371 |
| Outdoor Advertising..... | \$15,060 |
| Social Media..... | \$8,700 |
| Web Content..... | \$3,045 |
| Web Maintenance..... | \$3,284 |
| Tourism Event Costs..... | \$3,340 |
| Tracking of Advertising..... | \$2,020 |
| Telephone & Internet..... | \$1,731 |
| Photography..... | \$440 |
| Database Development..... | \$309 |
| Office & Computer Equipment..... | \$351 |
| Postage..... | \$49 |