

SILVER CITY, NEW MEXICO

Silver City Arts & Cultural District 1st Quarter Report FY16

- The Silver City Arts & Cultural District was awarded \$111,750 in Lodger's tax for the promotion of Silver City and Grant County.
- On August 4th, The New Mexico Tourism Department announced the full funding of SCACD's cooperative Tourism Grant for \$40,000 in matching funds. With this, SCACD is now moving forward with the proposed marketing plan and revised budget.
- 29% of the Lodger's Tax budget has been spent.
- 63.6% of the New Mexico Tourism Department budget has been spent.
- The SCACD continues to feature Silver City prominently in full- and half-page ads in Sunset Magazine, True West Magazine, Edible Baja Arizona, Zocalo Magazine and New Mexico Magazine.
- Digital displays have begun in the El Paso, Albuquerque and Tucson International Airports- images changing out periodically over a year.
- Digital display and print are being featured on the Rail Runner Express.
- A Silver City Get-away radio campaign is taking place in the Albuquerque/Santa Fe listening area
- The Tucson Street car center panel continues.
- Visitor Center numbers continue to grow with a 32% increase over last year.
- The Gila National Forest continues to be number one attraction, followed closely by the Historic Downtown.
- 2,275 requests for information were fulfilled.
- The Gila Cliff Dwelling Visitor Center showed an increase of 25% over last year, and the City of Rocks State Park a 26% increase. The SCACD signature event – CLAY Festival was a resounding success with record numbers of participants and sold-out workshops.
- SCACD negotiated an agreement with Grant County Tourism to provide fulfillment services for Grant County.

Financial Summary

The Silver City Arts & Cultural District has spent a total of \$57,671.02 on Tourism Marketing for the Town of Silver City as of September 30, 2015. Of this amount, \$32,458.52 has been billed to Town of Silver City Lodger's Tax award of \$111,750, and \$25,212.50 will be billed to the State of New Mexico Tourism Department against the Co-op grant of \$40,000.

The breakdown of the total spent is as follows:

Print Advertising \$24,360.00
Digital Advertising \$24,339.10
Outdoor Advertising \$ 2,586.00
Radio Advertising \$ 2,782.00
Social Media \$ 2,000.00

Web Content \$ 480.00
Web Maintenance \$ 500.00
Tracking of Advertising \$ 200.00
Telephone & Internet \$ 423.92