

SILVER CITY, NEW MEXICO

Silver City Arts & Cultural District 3rd Quarter Report FY16

- 67.7% of the SCACD Lodger's Tax budget has been spent.
- The New Mexico Tourism Department cooperative grant is complete.
- The digital display ads continue in conjunction with the New Mexico Tourism Department featuring the Gila Cliff Dwellings National Monument and the City of Rocks State Park in line with the National Park Service Centennial celebration during 2016.
- Digital and social media advertising was completed for the TommyKnocker 10 event – a very successful event this year, having to close registration early due to filling up. Plans to expand next year - with earlier advertising.
- Silver City was featured in 4-page+ articles in the January NM Magazine and the March issue of True West Magazine.
- A reprint of 10,000 copies of the "101 Things to Do in Silver City" postcards was done.
- The second Tourism Town Hall was held March 15th at the WNMU Global Resource Center.
- The Murray Ryan Visitor Center had 5,461 visitors in the 3rd quarter.
- The Gila National Forest tops the list as the number one attraction, followed closely by downtown and the Gila Cliff Dwellings National Monument.
- 1,656 requests for information were mailed.
- Top five states besides NM that visitors live in: TX, CO, MN, AZ and MI. Top countries represented were Canada, Germany, United Kingdom, Australia, and Denmark.
- The Gila Cliff Dwellings' Visitor Center showed an increase of 13% over last year, and the City of Rocks State Park a 19% increase. The Silver City Museum had a 7% decrease while the WNMU Museum saw a decrease of 27%.

Financial Summary

The Silver City Arts & Cultural District has spent a total of \$116,100.71 on Tourism Marketing for the Town of Silver City as of March 31, 2016. Of this amount, \$75,620.71 has been billed to Town of Silver City Lodger's Tax award of \$111,750, and \$40,000 has been completed with the State of New Mexico Tourism Department Co-op grant. \$490 was billed to the Silver City MainStreet Project for a collaborative ad in True West Magazine. The breakdown of the total spent is as follows:

Print Advertising	\$ 49,360.01	Web Content	\$ 2,073.40
Digital Advertising	\$ 42,924.89	Web Maintenance	\$ 2,000.00
Outdoor Advertising	\$ 2,586.00	Graphic Design	\$ 5,500.00
Radio Advertising	\$ 2,782.00	Tracking of Advertising	\$ 320.00
Social Media	\$ 8,000.00	Telephone & Internet	\$ 554.41