

SILVER CITY, NEW MEXICO

Silver City Arts & Cultural District 1st Quarter Report FY17

- SCACD has placed a year-long digital ad campaign with the Rail Runner Express
- The center panel featuring the Cliff Dwellings on the Tucson street car continues in collaboration with Grant County Tourism
- SCACD negotiated an agreement with Grant County Tourism to provide fulfillment services for Grant County
- A collaborative ad campaign was conducted to promote the many events happening on Labor Day in print ads in the drive market, and online via Facebook
- Visitor Center statistics indicate over 30% increase during Labor Day weekend over last year
- The top 3 states that visitors hail from other than New Mexico are Arizona, Texas and California
- Countries at the top of the list of visitors are United Kingdom, Australia, and Germany
- 79% of the first quarter visitors were here for the first time
- The top 5 attractions the visitors list are: Historic Downtown, Gila Cliff Dwellings, National Forest, Restaurants and the Silver City Museum in 5th place
- A new collateral piece is in the design phase and will go to print this month
- New map pads were completed
- The SCACD has continued to feature Silver City prominently in Zocalo Magazine, New Mexico Magazine, Sunset Magazine, Edible Baja Arizona and Road Runner Magazine
- Top Facebook posts include: Labor Day Weekend Collaborative Advertising – Post Reach of 49,360 with 1,900 post clicks and 1,200 reactions, comments, and shares (PAID \$500 for multi-week advertising); Hummingbird Festival – Post Reach of 13,490; Monsoon Season Video by Jay Hemphill – Post Reach of 3,982
- Pinterest has 237 followers, 16 boards with 332 image-based pins representing everything from Silver City’s food scene to lodging establishments, art galleries, and outdoor recreation opportunities
- Instagram currently has 579 followers
- The hashtag #SilverCityNM continues to gain momentum, featuring 5,667 public posts by visitors and locals alike. Regular shares of top posts tagged #SilverCityNM on our Facebook and Instagram pages encourage participation in the campaign

Financial Information

The Silver City Arts & Cultural District has spent a total of \$26,983.34 on Tourism Marketing for the Town of Silver City as of September 30, 2016. Of this amount, \$24,503.84 has been billed to Town of Silver City Lodger’s Tax award of \$131,500, and \$2,479.50 was paid by collaborative partners. The breakdown of the total spent is as follows:

Print Advertising	\$13,778.08	Web Content	\$ 730.00
Digital Advertising	\$ 6,435.30	Web Maintenance	\$ 500.00
Outdoor Advertising	\$ 660.00	Graphic Design - Web	\$ 850.00
Social Media	\$ 3,000.00	Photography	\$ 800.00