



Colleen S. Morton
Executive Director
SCACD

October 11, 2017

Mayor Ladner
Town of Silver City
PO Box 1188
Silver City, NM 88062

**Silver City Arts & Cultural District Lodgers' Tax Update Summary Report
First Quarter Fiscal Year 2018**

To Date:

- SCACD received the New Mexico Cooperative Grant agreement starting in October 2017 that allows a year of discounted advertising with *New Mexico Magazine* and features in *TripAdvisor*, *Roots Rated* and the *Phoenix Airport* display. Last year's agreement is also continuing for the placement of three airport ads in Albuquerque, Tucson and El Paso.
- The center panel featuring the Cliff Dwellings on the Tucson streetcar continues in collaboration with Grant County Tourism.
- Working with the SCACD, *Travels with Darley* filmed in Silver City for two hours, highlighting the downtown Historic District and its vibrant arts scene and local eateries
- SCACD has an ongoing 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.
- The SCACD has continued to feature Silver City prominently in *Zocalo Magazine*, *New Mexico Magazine*, *Sunset Magazine* and *Edible Baja Arizona*.

Planned:

- We are working closely with Grant County to submit a grant proposal to the National Association of Counties for a team to receive "placemaking" training. We are focusing on a set of activities that would help brand the entire county with spin-offs for each community to use internally, and for SCACD to use in promotion of the town and county externally. James Marshall is the Town's representative on that team and we are also consulting closely with Sabrina Pack.
- We are launching an effort to get new marketing collateral focusing more on the local Hispanic population and are working with Santa Clara to publicize more of their events.
- We are seeking to improve our broadband services for our own office use and our wifi services to the public and are working with the Town on that initiative.
- We are working closely with the Chamber to determine whether and how to participate in one or more Travel and Adventure Shows in Dallas and/or Denver in March.
- We are seeking to enhance our online presence with a more active solicitation of events for our calendar and by opening a Snapchat account.

- We are also working with the Museum to identify some marketing collateral from their image collection that we can use to help market Territorial Charter Day.

Accounting

Print Advertising	July	August	September	Total
Desert Exposure		\$130.00		\$130.00
Edible Baja Arizona - Two Pages	\$1,700.00		\$1,700.00	\$3,400.00
El Paso Scene		\$342.00		\$342.00
High Country News	\$876.25			\$876.25
The Independent/Daily Press	\$972.00			\$972.00
New Magazine Magazine - Full Page (September = Spread)		\$531.25	\$2,193.00	\$2,724.25
Sunset Magazine - Full Page (Display, Remnant Opportunities x3)		\$6,500.00		\$6,500.00
True West Magazine - Half Page			\$1,656.00	\$1,656.00
ONLINE ADVERTISING				\$0.00
Social Media Advertising (Facebook, Instagram, Pinterest)	\$1,200.00	\$1,200.00	\$1,200.00	\$3,600.00
Social Media Promotions				\$0.00
OUTDOOR ADVERTISING				\$0.00
Billboard Leases	\$360.00			\$360.00
Videography		\$3,750.00	\$3,750.00	\$7,500.00
Photography				\$0.00
Graphic Design/Web Development (Throughout Year)				\$0.00
Web Content (Throughout Year)	\$250.00	\$290.00	\$240.00	\$780.00
Web Maintenance (Throughout Year)	\$250.00	\$250.00	\$250.00	\$750.00
Total Lodgers' Tax Spent for Advertising in First Quarter	\$5,608.25	\$12,993.25	\$10,989.00	\$29,590.50
Total Lodgers' Tax Invoiced during 1st Quarter for Advertising in remainder of FY18				\$32,040.00
Total Lodgers' Tax Invoice in 1st Quarter FY18				\$61,630.50
COLLABORATIVE DOLLARS				
Desert Exposure		\$405.00	\$540.00	\$945.00
El Paso Scene		\$765.00	\$1,020.00	\$1,785.00
High Country News	\$500.00			\$500.00
New Mexico Magazine		\$531.25	\$3,655.00	\$4,186.25
Zocalo Magazine			\$600.00	
Total Collaborative Dollars Spent	\$500.00	\$1,701.25	\$5,815.00	\$8,016.25
Total \$ spent on ACD-organized advertising				\$69,646.75
Pending Invoices (Facebook)				\$170.00

Visitors to Visitor Center

Overall Visitor Center Attendance 1st Quarter

	Last Fiscal Year	This Fiscal Year	% Change
Jul	2,042	1,810	-14.1%
Aug	1,660	1,539	-5.2%
Sep	1,855	1,780	-2.3%
Total	5,557	5,129	-7.7%

Visitor Center Attendance during Events

Event	Dates	Last Year	This Year	% Change
4th of July	7/4/17	99	74	-25%
Clay Festival	7/22-7/30/17	664	596	-10%
Copper Country Cruzers	8/19/17	56	48	-14%
Gem & Mineral Show	9/2-9/4/17	246	253	3%
Labor Day	9/4/17	43	115	167%
Taste of Downtown	9/2/17	151	160	6%
Southwest Print Fiesta	9/1-9/3/17	197	203	3%
Gila River Festival	9/21-9/24/17	317	296	-7%
SW Festival Written Word	9/29-10/1/17	169	186	10%

Visitor Center Attendance: Special Occasions

Special Occasions	Date	Daily Visitors	Notes
WNMU Language Institute	7/17/17	76	23 students downtown orientation
WNMU Orientation	7/19/17	57	30 students downtown orientation
WNMU Orientation	8/4/17	170	60 students downtown orientation

Where Visitors Come From

Top States

New Mexico	79	20.6%
Arizona	68	17.8%
Texas	51	13.3%
California	31	8.1%
New York	27	7.0%

First Quarter: July, August, and September

Visitors from other countries

Canada	8	23.5%
Switzerland	5	14.7%
Australia	4	11.8%
Russia	4	11.8%
Spain	4	11.8%
United Kingdom	3	8.8%
Austria	2	5.9%
South Africa	2	5.9%
The Netherlands	2	5.9%

First Quarter: July, August, and September

How They Heard About Silver City

internet research	57	22.8%	magazine	30	12.0%
other	37	14.8%	travel website	22	8.8%
always known	35	14.0%	saw it on the map	21	8.4%
			by chance	15	6.0%

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history	10	4.0%	tv / radio / movie	4	1.6%
group / organization	5	2.0%	another visitor center	4	1.6%
brochure	4	1.6%	newspaper	2	0.8%
guide book	4	1.6%			

First Quarter: July, August, and September

First Time & Return Visitors:

			2	112	25.5%
First time visitors	268	61.0%	3	85	19.4%
Return visitors	171	39.0%	4	18	4.1%
Total responses	439		5	7	1.6%
			6	9	2.1%
			7 or more	41	9.3%

First Quarter: July, August, and September

Visitors who identified that they had previously visited Silver City have been here:

1 time	39	23.8%
2 times	56	34.1%
3-5 times	33	20.1%
6-10 times	12	7.3%
so many times I've lost count	24	14.6%
Total	164	

First Quarter: July, August, and September

Number of Nights in Silver City

0 - this is just a day trip	92	21.0%
1	75	17.1%

Where they stayed

Hotel/Motel	162	50.5%
Bed & Breakfast	19	5.9%
Internet rental (eg AirBnB)	37	11.5%
RV Park	48	15.0%
Campground	24	7.5%
With a friend or family member	22	6.9%
My own home/property	2	0.6%
Haven't decided yet	7	2.2%
Other	0	0.0%

Considering relocation

Considering relocation	26	13.6%
Not considering relocation	133	69.6%
No response	32	16.8%

First Quarter: July, August, and September

Attractions

Historic Downtown	291	20.8%	antiques	49	3.5%
Gila Cliff Dwellings	164	11.7%	Billy the Kid	45	3.2%
restaurants	142	10.2%	Fort Bayard	44	3.1%
Silver City Museum	110	7.9%	hot springs	37	2.6%
Gila National Forest	104	7.4%	WNMU	28	2.0%
Big Ditch Park	81	5.8%	mining	27	1.9%
City of Rocks	66	4.7%	other	25	1.8%
galleries	61	4.4%	Mimbres Culture Site	21	1.5%
outdoor recreation	55	3.9%	haven't decided	13	0.9%
			WNMU Museum	10	0.7%

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library	9	0.6%	Mogollon ghost town	5	0.4%
vineyard	7	0.5%			

First Quarter: July, August, and September

Visitors at attractions: This year compared to last year

1st Quarter	Last year	This year	% Change
Gila Cliff Dwellings VC	10,137	9,663	-5%
Gila Cliff Dwellings site	10,723	10,386	-3%
Silver City Museum	3,801	4,991	31%
WNMU Museum	544	187	-66%
City of Rocks State Park	13,403	9,866	-26%

First Quarter: July, August, and September

Revenue

Retail Sales

1st Quarter	Jul	Aug	Sep	Quarter
Donation Box	18.34	21.01	*136.91	176.26
Postcards	84.00	47.00	93.00	224.00
Notecards	17.50	0	0	17.50
Pins	12.00	8.00	6.00	26.00
Magnets	10.00	2.00	9.00	21.00
Total Revenue	141.84	78.01	244.91	464.76

*includes \$108.80 collected from Cabin donation box; Visitor Center donations for Sept were \$28.11.

Silver City Booklet

Total for 1st Quarter: 1,275

July: 240 total

- 100 – Alamogordo Chamber of Commerce
- 100 – WNMU Recruiting
- 40 – WNMU Economic Development Course

August: 910 total

- 300 – WNMU, Recruiting
- 250 – Lordsburg Visitor Center
- 100 – Taos Visitor Center
- 100 – Holiday Inn Express Silver City
- 60 – Motel 6 Silver City
- 50 – Gila National Forest
- 50 – WNMU, Bash on Broadway

September: 225 total

- 200 – Grant County Chamber of Commerce
- 25 – LGBT Grant County, Pride Festival

September: 125 total

- 100 – American Planning Association Conference
- 25 – LGBT Grant County, Pride Festival

101 Things To Do

Total for 1st Quarter: 1,015

July: 140 total

- 100 – WNMU Recruiting
- 40 – WNMU Economic Development Course

August: 650 total

- 300 – WNMU, Recruiting
- 100 – 2017 NM Film & Media Conference
- 100 – Holiday Inn Express Silver City
- 100 – Motel 6 Silver City
- 50 – WNMU, Bash on Broadway