Event Coordinator Final Report

Prepared by SkyWest Media

July 31, 2018

Prepared for the Town of Silver City
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I: Part I Introduction to Research Project

Introduction
This report, prepared by SkyWest Media, is provided to town/county management and leadership to potentially assist in future tourism marketing initiatives, lodger’s tax appropriations, and general needed direction of marketing activities for the region (Grant County/Silver City). SkyWest Media, through a Freeport McMoRan funded project known as “Tourism/Event Coordinator,” undertook a research initiative to study events funded by Silver City Lodger’s Tax for the year of August 2017 to July 2018.

Value of Conducting Research.
Tourism research is extremely important in determining marketing strategy. Primary research, such as what was undertaken by SkyWest Media concerning events benefiting by lodger’s tax, helps to frame a better understanding of tourism in Grant County/Silver City. This research could be utilized in forming marketing initiatives.

Why the investment in research?
- Gives one an edge over competition
- Helps marketers understand consumer needs and preferences
- Leads to proper targeting on consumers
- Assists in appropriately spending organizational/government marketing dollars as research provides information that leads to more informed decisions and better utilization of limited dollars to achieve better results
- Provides accountability to management

Specifics/Purpose
The overall purpose of the work, contracted by the Town of Silver City and County of Grant, through a Freeport McMoRan grant, was performed by SkyWest Media, and involved research of selected lodger’s tax funded events in Silver City/Grant County for the purpose of better understanding visitor profiles, perceptions, and economic impact of those events on the area. From the research, recommendations during the course of the year as well as additional recommendations presented in this report, have been provided to town/county management. Discussions have included ideas regarding marketing strategies and branding recommendations. In addition, the scope of work by SkyWest Media included evaluation of event planning processes and recommending ways the process could be improved that included the development of a website for event planners and central assimilation of documentation (permits) needed for organizing and implementing an event as well as guidelines and policies.
**Process**

SkyWest Media conducted a preliminary review of needs, determining objectives, as directed by Town and County management, then completed a feasibility assessment, leading into survey instrument design, implementation, data analysis, and presentation of results.

**Objectives**

Three clear precise objectives were jointly created, with input and approval of Town and County management. The following objectives became the foundation to survey creation.

1. Visitor Profiling: Develop a profile of existing visitors to lodger’s tax funded events (August 2017 through July 2018)
2. Visitor Perceptions: Develop a better understanding of the perception of visitors have of the area
3. Visitor Economic Impact: Determine some of the economic impact of visitors who attend designated events

**Visitor Profile.**

A visitor profile is a description of visitors attending an event based on demographic, behavioral, and psychographic characteristics. For this research project those demographic characteristics include age, gender, and household income. For behavioral and psychographics, research included survey participant disclosure of whether the visitor/traveler intended to return to the area, what they enjoyed most about the area, and what they would like to be better in order to more fully understand the visitor’s attitudes, interests, opinions, lifestyle, and usage.

**Purpose of Profile.**

- Collected data and subsequent analysis leads to being able to target market consumers based on demographics, preferences and travel patterns. This leads to more cost effective and successful marketing strategy development than non-targeted advertising/promotion.
Through segmentation, meaning grouping visitors by age, gender, income, lifestyle preferences, activities, and/or interests, affords a clearer direction to formulate marketing strategy to be able to successfully geo-target consumers.

Visitor Perceptions.
Understanding the perceptions of visitors and potential visitors have on the community and competing destinations can provide for a more complete understanding of why visitors come, what they expect, what they actually experience. This in turn leads to ability to develop marketing strategy. It is extremely important to recognize that it is not what the “locals” think that their community represents/has to offer, but rather what the perceptions of visitors are. Often what the “locals” think is great about their community is not what the visitors may perceive as great. This, thus, requires research to determine what are visitor perceptions, which in turn can be utilized in a marketing plan. After determining this, a marketer may determine there is a need to change these perceptions or work toward supporting the perceptions through various marketing initiatives.

Visitor Economic Impact.
Economic impact measures visitor spending generated by an event. The parameters of the measures include identified/selected events funded by lodger’s tax, geographic boundary of Silver City/Grant County, visitors being defined as those travelers visiting the area from more than 50 miles away, and those dollars spent by said travelers that stay within the local economy. This represents the incremental spending above and beyond what would be expected in the region if the event/tourist activity were not held.

The direct impact of visitor spending can be seen as a number of visitors to an event during a specific time multiplied by the average spending per visitor. The direct effects are considered most important and are captured by estimates of visitor spending. Multipliers are only needed if interested in secondary effects, which was not an objective of this research. In summary, this ongoing research project is specifically focused on measuring the direct measures, which involves “new consumer spending” that occurs in the economy due to the event.

Some of the ways utilized to evaluate economic impact of a local event.
- Surveying how much do the visitors (tourists/travelers) spend in the local community. Specific categories studied included spending related to accommodations, restaurants/drinking establishments, retail stores (galleries, sport stores, specialty retailers, convenience stores, etc.), and fuel.
- Determining what percentage of lodging occupancy can be attributed to the event; thus, determining potential impact on lodger’s tax. (Research does not measure “return” visits of tourists/travelers due to first coming to an event and later returning to the area).

Feasibility Assessment
The process of determining whether a survey project is feasible involved determination of whether there were other ways to get the same information that was deemed needed without conducting a formal visitor survey. This included examination of any previous research conducted such as research conducted by event directors previously, research conducted by representatives in the area such as Arts and Cultural District (ACD) or town and county governments, and an environmental scan of other sources of secondary research. After assessment of other similar research and refinement of objectives, the project was determined to be feasible/needed and made financially possible through a grant from Freeport McMoRan.
Survey Participation

Determination of Events to be Studied
Through careful assessment of event receiving funding from lodger’s tax, by agreement of Town and County management, the following events were selected for study:

Specifics of Events Receiving Lodger’s Tax Funding that will be covered by annual study:

- **34TH ANNUAL GEM & MINERAL SHOW (Rolling Stones)**
  - Labor Day Weekend 9/2/17 through 9/4/17 (3 days)

- **SOUTHWEST PRINT FIESTA (MRAC)**
  - 9/1/17 through 9/3/2017 (3 days)

- **TASTE OF DOWNTOWN SILVER CITY (Silver City Mainstreet)**
  - 9/2/2017 (1 day)

- **13TH ANNUAL GILA RIVER FESTIVAL**
  - 9/21/17 through 9/24/17

- **SOUTHWEST FESTIVAL OF THE WRITTEN WORD**
  - 9/29/17 to 10/1/2017

- **2017 ART FEST & STUDIO TOUR**
  - 10/7, 10/8, 10/9, 10/13, 10/14, 10/15, 10/16, 10/17 (8 days bridging two weeks+)

- **GRAN FONDO (TOTG)**
  - 10/13 through 10/14 (2 days)

- **TOUR OF THE GILA**
  - 4/18 through 4/22/18 (5 days)

- **BLUES FESTIVAL (MRAC)**
  - 5/25/18 through 5/27/18 (3 days)

- **WILD, WILD WEST PRO RODEO**
  - 6/13/18 to 6/18/18 (4 days)

- **FIESTA LATINA (WNMU)**
  - 6/22/18 through 6/24/18 (3 days)

- **SILVER CITY CLAY FESTIVAL (SCACD)**
  - 7/16/18 to 7/21/18 (6 days)
Determining Survey Approach

After careful assessment of events, through meeting with event directors and also environmental scanning, the approach was determined. The research included a triangulation of acquired data from these sources:

- Survey of event attendees who represent those who traveled more than 50 miles to visit the area
- Monitoring of lodging occupancy associated with event attendance
- Estimates of event attendance by travelers from over 50 miles away through taking crowd density measurements

Design of Questionnaire

With three primary objectives desired as outcomes of the research, the following Questionnaire Design Matrix has been completed identifying the alignment to the three objectives.

<table>
<thead>
<tr>
<th>Question</th>
<th>Visitor Profiling</th>
<th>Visitor Perceptions</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zip code of participant (in order to participate must have traveled over 50 miles)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How many adults are/were in your immediate traveling group, sharing accommodations? (i.e. How many traveled in your vehicle and shared the same room?)</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>During your visit to the Silver City/Grant County area for this/these events(s), how long is/was your stay?</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>What is or will be your total accommodation/lodging cost for your stay (Total combined for you and your immediate traveling group i.e. family sharing same room).</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During your stay, how much do you estimate you will spend or have spent in restaurants and/or drinking establishments in Silver City/Grant County? (Total combined for you and your immediate traveling group i.e. family?)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During your stay, how much do you estimate you will spend or have spent in retail stores in Silver City/Grant County? (i.e. galleries, sports stores, specialty retailers, convenience stores, Wal Mart, etc.) (Total combined for you and your immediate traveling group i.e. family?)</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>During your stay, how much do you estimate you will spend or have spent on fuel in Silver City/Grant County?</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Age</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Income</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you plan to return on vacation to this area (If so, estimated when and to do what?)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What do you enjoy most about Silver City/Grant County or that you wish could be better?</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Summary of Questions and Response Categories. See Appendix A. Within Appendix A, an example event survey is provided. When more than one event was happening at the same time, an additional question was utilized to determine which event(s) the attendee was/had attended.

Sampling Procedures.
The sample, which is a representative subset of the larger population, being event attendees, was drawn from each identified event studied. The sampling involved using this subset of the population to draw conclusions about the larger population. Each event was analyzed as to the best way to acquire the information needed. With each event being unique, determination of dates, times, and places, and method of survey implementation were determined. For events where participants/travelers were not registered to attend with an email, on location surveys at the event were administered. For
events, such as Tour of the Gila, where event participants registered with emails, a similar email survey was administered, plus research at the event. In summary, a research team then attended the event at the identified key locations and times to survey attendees. The team asked as many attendees as possible during the identified targeted time and location, tracking crowd density. This meant recording each person who was asked whether they were attending from more than 50 miles away or were attending from within 50 miles of event location. For each attendee identified to be from more than 50 miles away, they were asked to participate in the survey. Tallies were kept to determine how many attendees were approached that were from the area or outside the area (50 miles or further) to acquire a percentage estimate of how many were from outside the area.

Survey Implementation:

- The survey was digitally presented on tablets for all of the events to-date on location, except for Gran Fondo and Tour of the Gila, where all participants had registered for event through email; thus, participants could be served the survey through email. Both approaches utilized the online survey company, Survey Monkey
- Survey respondents had the option of having the questions read to them in English, with data entry by a survey team member, or the survey respondent could enter the responses themselves. (Note: All identities of survey respondents were kept confidential)
- Research was conducted through teams that included members of SkyWest Media and also students from Western New Mexico University under the supervision of SkyWest Media
- Survey participation was incentivized with a $100 gift card entry per event studied from any survey participate including their email (only used for the purpose of contacting the winner)
- Events were surveyed at locations and times determined to be peak attendance times of each event. Data/results detail specifics of when/where data was collected is disclosed
- Limitation noted: Determining overall attendance to events is/was difficult and based on estimates provided by event organizers and their methods of determining event attendance. At some events, a total count was able to be determined by the research team

Pilot Testing (pre-testing) of Questionnaire:

The instrument was pre-tested prior to implementation for the first weekend of study, being Labor Day weekend events. A convenience sample group of 30 individuals participated in this preliminary testing. The instrument was also presented to Town and County management. Input from both processes resulted in minor changes leading to the final instrument presented herein.

Additional Research:

- Tracking of occupancy at larger lodging establishments (This involved voluntary participation by managers.) After each event studied, SkyWest Media team members would contact lodging establishments and ask for estimates of number of rooms occupied with event attendees. Percentages of occupancy were then calculated based on number of rooms per lodging location
- A continual scan and assessment of additional secondary research continues such as from New Mexico Department of Tourism and other scholarly research on overall tourism trends, impacts, visitor profiling, etc.
- Additional Study 1: Airbnb and VRBO advertised lodging options were also tracked with twice a week assessments of room availability in the Silver City area. The number of rooms/locations available were recorded to determine long-term trends
- Additional Study 2: Preliminary image survey conducted online concerning the area and New Mexico in general (218 person sample size drawn from targeted audience consisting of adult persons living in the United States (outside of NM). Details of this additional primary research disclosed later in report
Additional Study 3: Search keyword study was conducted on key search phrases (short tail and long tail) associated with the Silver City/Grant County area

Data Analysis
Data was collected digitally and stored in secure database through Survey Monkey. Results were downloaded into Excel spreadsheets where results were sorted and analyzed. Each month detailed reports of findings were presented to town and county management. Results of study were also presented to Freeport McMoRan and in a preliminary report at the end of April for purposes of planning for coming year needed by leadership and town and county management. The final report, this report, was compiled after the last of the events concluded in late July.
II: Part II Research Findings and Insights

Results from Primary Research | Event Research

The following section contains primary research conducted at the events selected by the town and county management to study during the course of the year. The first set of events occurred Labor Day Weekend and are grouped together in this report. Each of the other events during the year, each contain their own section.

Rolling Stones Gem and Mineral Show

Background of Event: Grant County Rolling Stones Gem and Mineral Society holds an annual event, In 2017, this was their 34th year of providing a show on Labor Day Weekend. The event was held in the newly remodeled Grant County Veteran’s Memorial Conference Center in Silver City. There is free admission to the event and represents a great family outing that includes a large assortment of vendors from all over the Southwest, in addition to a silent auction, day field trips for collecting, food and refreshments, and educational speakers and displays from the New Mexico Tech Mineral Museum.

Research: Surveyed on location at convention center on 9/2/17 and 9/3/17

- On location on 9/2/17 40 out of 126 asked were out-of-town (No specific estimate as to number in attendance. From the crowd density measurement, 31% estimated to be from out-of-town)
- On location on 9/3/17 11 out of 80 were out-of-town (From crowd density measurement, 14% estimated to be from out-of-town)
- Estimated 20%-25% out-of-town attendance for this event
**Taste of Downtown**

**Background:** Also during Labor Day Weekend, 2017, the Taste of Downtown held their annual event. This was their 17th year. This event was presented by Silver City MainStreet that provided participants with a culinary experience. Guests enjoyed tasting 17 samples for $20 while they walked and enjoyed the downtown Silver City atmosphere.

**Research:** Surveyed downtown on 9/2/17

- **Tickets sold 196.** (Event organizer estimates 1/3 of the numbers were from out-of-town)
- On location on 9/2/17—Some of the event totals are combined/cross over from both Taste of Downtown and Print Fiesta because it is estimated that 85% of Taste of Downtown guests, visited Print Fiesta. Some of Print Fiesta attendees would have liked to have participated in Taste of Downtown, but did not arrive in time or know about the event.
- An estimate of 14 out of 40 asked at the Taste of Downtown registration point and found walking the route were out-of-town, which equates to 30%. *This is a similar statistic to event organizer’s numbers at 33% out-of-town estimates.* Next year, because this is a ticketed event, all tickets will be sold with data collection on zip codes. (From crowd density measurement, 30% estimated to be from out-of-town)
- Overall, estimated 30%-33% out-of-town attendance for this event
Print Fiesta

**Background of Event:** The Mimbres Region Arts Council presented the 2nd annual Southwest Print Fiesta, during Labor Day weekend. This event was a celebration of all things printed and presented a way to experience a variety of work being created by printmakers from the southwest.

**Research:** Surveyed downtown on 9/2/17

- On location on 9/2/17—Some of the event totals are combined/cross over from both Taste of Downtown and Print Fiesta because it is estimated that 85% of Taste of Downtown guests, visited Print Fiesta. Some of Print Fiesta attendees would have liked to have participated in Taste of Downtown, but did not arrive in time or know about the event.

- An estimate of 21 out of 105 asked at the Print Fiesta location were out-of-town. (From crowd density measurement, 20% estimated to be from out-of-town)

- Estimated 20% out-of-town attendance for this event

**Summary of Labor Day Weekend Events:**
Of those surveyed as to what event or events they were attending Labor Day Weekend in Silver City, the following data was captured: (This does total more than 100% as some respondents attended more than one event).

Of the 351 people asked from event locations this weekend if they were from out-of-town, 86 respondents qualified for the survey (being from 50 miles or further from event location). Of those surveyed from out-of-town, the following was determined:

- 75% attended Gem and Mineral Show
- 26% attended Silver City Print Fiesta
- 17% attended Taste of Downtown
- 4.6% attended other happenings

**Labor Day Weekend Hotel Comments:**
- **Holiday Inn** -- Contributes 10% of their occupancy to Gem and Mineral show
- **Comfort Inn** -- Contributes 10% of their occupancy to Gem and Mineral show
- **Palace Hotel** -- Contributes 50% of their occupancy to events for Labor Day weekend
- **Econo Lodge** -- Contributes 50% of their occupancy for the weekend to Gem and Mineral show
II: Part II Research Findings and Insights

Labor Day Weekend
Traveling Group Size

Labor Day Weekend
Day/Night Stay
II: Part II Research Findings and Insights

**Labor Day Weekend**

**Overnight Accommodation Locations**

- N/a: 35%
- BnB: 10%
- Camp: 5%
- Friend/Family: 20%
- Hotel/Motel: 25%
- RV Park: 5%
- Other: 5%

**Labor Day Weekend**

**Amount Spent on Accommodation**

- $0: 35%
- $1-$50: 10%
- $51-$100: 5%
- $101-$200: 15%
- $201-$300: 10%
- $301-$400: 5%
- $401-$500: 5%
- Other: 5%
II: Part II Research Findings and Insights

**Labor Day Weekend**

*Amount Spent on Food/Beverage*

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>10%</td>
</tr>
<tr>
<td>$1-$50</td>
<td>20%</td>
</tr>
<tr>
<td>$51-$100</td>
<td>40%</td>
</tr>
<tr>
<td>$101-$150</td>
<td>15%</td>
</tr>
<tr>
<td>$151-$200</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
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</table>

**Labor Day Weekend**

*Amount Spent at Retail Stores*

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>20%</td>
</tr>
<tr>
<td>$1-$50</td>
<td>40%</td>
</tr>
<tr>
<td>$51-$100</td>
<td>20%</td>
</tr>
<tr>
<td>$101-$150</td>
<td>10%</td>
</tr>
<tr>
<td>$151-$200</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>
Other Key Findings:

Respondent demographics

Labor Day Weekend
Age Groups
Of the respondents taking the survey for the traveling group, the following responses were gathered:
From those visitors from 50 miles or further away from event location, the attendees who were surveyed indicated the following states of residence:

Of the New Mexico visitors depicted in the previous graph, the following locations within New Mexico for out-of-town tourist were indicated as their residences:
Labor Day Weekend
Visitor Locations In New Mexico

- Albuquerque
- Deming
- Las Cruces
- Lordsburg
- Los Lunas
- Placitas
- Portales
- Río Rancho
- Santa Fe
- Truth or Consequences
Background of Event: The Gila Conservation Coalition hosts an annual event. In 2017, the event was there 13th year and is called The Annual Gila River Festival. The event has several locations including base operations in Silver City, and activities in the surrounding area such as the Gila National Forest and the Gila River. The 2018 festival will be marking its 50th anniversary of the signing of the Wild and Scenic Rivers Act and will feature river outings, field trips, speakers, and hands on activities designed for all ages to foster a deeper intimacy with the Gila River.

Research: Surveyed the following events/locations (7 different event offerings capturing data, plus Gila River Art Tour with 8 retail locations)

- 9/22/17 Tour to Mimbres Cultural Site-Leaving Silver City Visitors Center
  - 10 out of 20 asked were out-of-town (Total in attendance 20 of which 50% out-of-town)
- 9/22/17 Event at the Fine Arts Auditorium Keynote Speaker Winona LaDuke
  - 7 out of 84 asked were out-of-town (Total estimated in attendance 150 of which 8% out-of-town)
- 9/23/17 Gila River Extravaganza in Big Ditch Park area
  - 39 out of 125 asked were out-of-town (Total estimated in attendance 125 over 2 ½ hour time period from 2p-4:30p of which 31% out-of-town)
- 9/23/17 Gila River Art Tour in collaboration with the Silver City Arts Association (11a-5p went by each location several times and walked the streets asking those found on the streets if they were doing the tour, etc. Also, inquired with some of the gallery owners/managers about increased attendance by Gila River Festival crowd. Overall, there did not seem to be any real participation in the Gila River Art Tour as people stayed in the Big Ditch.)
- 9/24/17 Events leaving the Silver City Visitors Center
  - Wild Foods and Medicines
  - Gathering the Gila from Ancient Times to Today
  - The One that Got Away-Fishing
    - Three tours: 12 out of 49 asked were out-of-town (Total in attendance for these three tours leaving the parking lot 49 of which 25% out-of-town)

Hotel Comments / Reporting:
- Holiday Inn - 0% to negligible occupancy associated with Gila River Festival
- Comfort Inn -- 0% to negligible occupancy associated with Gila River Festival
II: Part II Research Findings and Insights

- **Palace Hotel** -- 0% to negligible occupancy associated with Gila River Festival
- **Econo Lodge**-- 0% to negligible occupancy associated with Gila River Festival
- **Motel 6** -- 30% occupancy by event attendees for Gila River Festival

**Summary Points:**

- Difficult event to gain a full perspective of the variety of people attending different facets of the event, but overall estimates **68 out of 278 asked were out-of-town 24.4% of the attendee density**. Yet, it is noted that the field trips have the greatest number of out-of-town attendees, bringing the out-of-town surveyed attendance to **32% or approximately 1/3 of attendees**. These attendees overall specifically came to the area because of the tours and special lectures offered and stayed several days to have the opportunity to do many of the events associated with the Gila River Festival.
Gila River Festival
Amount Spent on Food/Beverage

Gila River Festival
Amount Spent at Retail Stores
Other Key Findings:

Of the respondents taking the survey for the traveling group, the following responses were gathered:
Gila River Festival
Gender

Gila River Festival
Household Income
From those visitors from 50 miles or further away from event location, the attendees who were surveyed indicated the following states of residence:

Of the New Mexico visitors depicted in the above graph, the following locations within New Mexico for out-of-town tourist were indicated as their residences.
Gila River Festival
Visitor Locations In New Mexico

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>5%</td>
</tr>
<tr>
<td>Deming</td>
<td>10%</td>
</tr>
<tr>
<td>Las Cruces</td>
<td>15%</td>
</tr>
<tr>
<td>Lordsburg</td>
<td>10%</td>
</tr>
<tr>
<td>Reserve</td>
<td>5%</td>
</tr>
<tr>
<td>Santa Fe</td>
<td>30%</td>
</tr>
<tr>
<td>Winston</td>
<td>5%</td>
</tr>
</tbody>
</table>
Southwest Festival of the Written Word

Background of Event: The Southwest Festival of the Written Word (SWFWW) is Grant County’s biennial literary festival that “celebrates the power and beauty of the written word, embracing the rich diversity of Southwestern cultures.” The first Southwest Festival of the Written Word was held Friday through Sunday, September 27th-29th, 2013, at multiple venues in historic downtown Silver City, New Mexico. The event has grown to feature fiction and nonfiction writers, poets, bloggers, journalists, lyricists, editors, dramatists, and publishers from throughout the Southwest. In addition, children’s activities are provided along with book signings, slam poetry, student programs, dramatic presentations, and musical performances.

Research: Surveyed the following events/locations (10 total event locations capturing data)
- 9/29/17 Talk and Reading by Elise Stuart at Javalina
  - 5 out of 20 asked were out-of-town (Total in attendance 20 of which 25% out-of-town)
- 9/29/17 Outdoor Writing by John Fayhee at Old Elks Lodge
  - 8 out of 28 asked were out-of-town (Total in attendance 28 of which 28.5% out-of-town)
- 9/29/17 Theater Performance by Virus Theater at El Sol
  - 3 out of 21 asked were out-of-town (Total estimated in attendance 75 of which 14.3% out-of-town)
- 9/29/17 Poetry Reading by Jesus Barquet at Seedboat
  - 2 out of 15 asked were out-of-town (Total in attendance 15 of which 13% out-of-town)
- 9/29/17 Key Note Speaker Stella Pope Duarte at Light Hall
  - 6 out of 34 asked were out-of-town (Total estimated in attendance 40 of which 17.6% out-of-town)
- 9/30/17 El Sol Theater by Virus Theater at El Sol
  - 9 out of 51 asked were out-of-town (Total estimated in attendance 55 of which 17.6% out-of-town)
- 9/30/17 Journalism by Nelson, Ammassa, Fisher at Silver City Public Library
  - 1 out of 16 asked were out-of-town (almost all in attendance had been to Friday events) (Total in attendance 16 of which .06% out-of-town)
- 9/30/17 Writer’s Life: Three Wise Women at Seedboat
  - 8 out of 58 asked were out-of-town (no new people attending events from Friday) (Total in attendance 58 of which 13.7% out-of-town)
- 9/30/17 Writer’s Life: Three Wise Men at Seedboat
  - 7 out 36 asked were out-of-town (2 of the 7 were new attendees who had not been approached at previous survey locations) (Total in attendance 36 of which 19% out-of-town)
II: Part II Research Findings and Insights

Summary Points:
- 49 out of 279 asked were out-of-town 17.5% of the attendee density estimated
- The event attendees were predominantly locals and for many of the out-of-town attendees, they were in the area for other reasons and happened to stop in to a presentations

Hotel Comments / Reporting:
- Holiday Inn* – 0% to negligible occupancy associated with Southwest Festival of Written Word
- Comfort Inn* - 0% to negligible occupancy associated with Southwest Festival Written Word
- Econo Lodge- 0% to negligible occupancy associated with Southwest Festival of Written Word
- Palace Hotel -- Contributes 10% of their occupancy with Southwest Festival of Written Word
* Comment by hotel managers that the weekend was very full with other happenings such as reunions, funeral, wedding, and traveling car club. There was not really space available at these hotels for other events as they were booked at capacity.
II: Part II Research Findings and Insights

Southwest Festival of the Written Word
Overnight Accommodation Locations

Southwest Festival of the Written Word
Amount Spent on Accommodation
Other Key Findings:

**Respondent demographics**

Of the respondents taking the survey for the traveling group, the following responses were gathered:
Southwest Festival of the Written Word

Gender

- Male: 40%
- Female: 60%

Southwest Festival of the Written Word

Household Income

- Less than $10,000: 5%
- $10,000-$24,999: 10%
- $25,000-$49,999: 20%
- $50,000-$74,999: 25%
- $76,000-$100,000: 20%
- Over $100,000: 30%
- n/a: 5%
From those visitors from 50 miles or further away from event location, the attendees who were surveyed indicated the following states of residence:

Of the New Mexico visitors depicted in the above graph, the following locations within New Mexico for out-of-town tourist were indicated as their residences.
Southwest Festival of the Written Word
Visitor Locations In New Mexico

- Albuquerque
- Hillsboro
- Las Cruces
Red Dot Gallery Event

**Background of Event:** This annual event started with an Art Fest as the Red Dot Gallery tour and then followed with another weekend that comprised the Red Dot Studio tour. Basically the Silver City Annual Downtown Galleries Red Dot Tour gives visitors a chance to view local galleries, meet artists and participate in activities for three days.

**Research:** With this event covering October 7-9 (Art Fest), at twenty-four business gallery locations, and October 13-15 (Studio Tour) from all around the region, measurement of out-of-town visitors was very challenging. Two main time frames and events were selected, focusing on the Gallery Tour. These events included the gallery walk reception timeframe from 3p-7p on Saturday, October 7th, and then again returning downtown from 1:30p-4p on Sunday, October 8th, to capture data from any visitors transitioning between galleries and surveying those attending the Art Couture Fashion Show while they waited in line to enter the event.

- Surveyed on location during the Red Dot Gallery Tour 10/7/17 and 10/8/17
  - On location downtown late afternoon and early Saturday evening on 10/7/17, out of the 89 who were viewing galleries and asked whether they were from out-of-town, more than 50 miles from Silver City, 16 were from out-of-the-area. (These event attendees were approached as they transitioned between galleries participating in the Red Dot Studio Walk).
  - On location downtown to try to locate any out-of-town visitors viewing galleries and then to survey those attending the Sunday Art Couture Fashion show at Seedboat Gallery on 10/8/17. Out of the 115 who were asked in line, whether they were from out-of-town, more than 50 miles from Silver City, 4 were from out-of-the-area. No new out-of-town visitors were located walking from gallery to gallery on Sunday afternoon.
  - No specific estimate as to number who may have attended the overall event can be determined from this study’s parameters and the uniqueness of the event’s duration and diverse locations. Yet, from the crowd density measurement taken on Saturday afternoon and evening from gallery viewers, 18% were estimated to be from out-of-town. From the crowd density measurement taken on Sunday at the Fashion Show, less than 4% were estimated to be from out-of-the-area.
Summary Points:

- **Out-of-town crowd density**: Of the 204 attendees questioned, 20 people were located who were from out-of-town. This equates to an estimated 10% of the attendee’s from out-of-town based on crowd density measurements, but it is noted that this event was particularly difficult to measure. If removing the data collected from the fashion show, which appears to be a strongly supported local event, the crowd density is closer to 20%, which may be a more accurate representation (once removing the fashion show data).

- Data was not collected specifically from attending studio locations on the final weekend of the event. Some data was drawn from the studio tour weekend by asking attendees to the Gran Fondo if they also participated in the Red Dot Studio tour. A total of 10% of the Gran Fondo attendees shared that they also participated in the Red Dot Studio tour.

- Of the out-of-town people who participated in the survey, the most common group size was 3 people and 45% did not stay overnight. These visitors though spent $51-$100 (35%) or $151-$200 (34%) in retail stores. The main age demographic represented in sample was 60+ years of age (70%) and were traveling in for the day from Las Cruces.

**Hotel Comments / Reporting**: Asked hotel managers to estimate what percentage of hotel rooms were rented to travelers coming in for the Red Dot Gallery Art Fest and/or Studio Tour. Responses given pertained to the weekend of the Gallery Walk/Red Dot Art Fest, as the managers did not seem to notice anyone specifically there for the Studio Tour Weekend. Econo Lodge made a special comment about October. (see below).

- **Holiday Inn** – 5% or negligible occupancy associated with Red Dot Art Fest
- **Comfort Inn** – 5% occupancy associated with Red Dot Art Fest
- **Palace Hotel** – 0% occupancy associated with Red Dot Art Fest
- **Econo Lodge** – 20%* occupancy associated with Red Dot Gallery/Studio Tour and TOTG Gran Fondo (*The comment was that the occupancy increase was not by actual room rentals to guest attending these events, but rather displaced regular travelers who said they could not get rooms at their regular hotel and, thus, came to Econo Lodge. October was a much better month than usual for this hotel, which manager contributes to the two events).
- **Motel 6** – 10% occupancy associated with Red Dot Art Fest

From those visitors from out-of-town participating in this survey, the following data was collected:
II: Part II Research Findings and Insights

Red Dot Gallery Event
Overnight Accommodation Locations

Red Dot Gallery Event
Amount Spent on Accommodation
Other Key Findings:

Respondent demographics

Red Dot Gallery Event
Age Groups
Of the respondents taking the survey for the traveling group, the following responses were gathered:
From those visitors from 50 miles or further away from event location, the attendees who were surveyed indicated the following states of residence: (As a note, only a small number of attendees were located to survey from out-of-town and from those 10 groups [24 visitors] of out-of-town individuals who were from more than 50 miles away, those visiting from other states/countries are included below).

Of the New Mexico visitors depicted in the below graph, the following locations within New Mexico for out-of-town tourist were indicated as their residences: (As a note, only a small number of attendees were located to survey from out-of-town and from those 10 groups [24 visitors] of out-of-town individuals who were from more than 50 miles away, those visiting from areas within New Mexico were all from the Las Cruces and immediate surrounding areas).
Red Dot Gallery Event
Visitors Locations in New Mexico

Las Cruces
Background of Event: The Gila Monster Grand Fondo is an annual cycling event that promotes amateur cycling in the region. The course follows the iconic Tour of the Gila “Gila Monster” road race, covering some of the most stunning routes in New Mexico. The event typically happens in mid-October. Riders from all over central and southern United States attend the event that is also used as a fundraiser event for Tour of the Gila, while significantly focusing on promoting cycling tourism to the region. The event predominately targets amateur and recreational cyclists to those avid cyclists from New Mexico, Arizona, Colorado, Texas, and California. The Gila Monster Gran Fondo is fun, yet competitive ride, open to all levels of riders to experience. Event includes downtown activities as well.

Research: Surveyed 10/14/17 event through online email survey to all participants since this event allowed for specific tracking of all participants. With Pedalista happening at the same time and Pedalista not being a lodger’s tax funded event, the park event attendees were not surveyed. Each participant in the Gran Fondo received an invitation to participate in a survey, as email addresses were available for each participant, collected through registration for the event. If they were from over 50 miles away, their survey was the same survey used for all other events, plus some brief concluding questions on comments to improve the event and what they liked best. The local participants’ survey only included the demographic and comment questions about improvement and what they liked best. No economic expenditure data was collected from local participants. The data presented below is only those participants who attended who live more than 50 miles from the event.

Overall, event participation was up 40% over last year.

- Of the 111 approximate participants (a few didn’t attend at the last minute and a few registered the day-of-the-event), 86% out-of-town attendance for this event. Participants brought family and friends to the
II: Part II Research Findings and Insights

Event. Average out-of-town participants and their family/friends traveling with them and vendors/race out-of-town helpers is estimated to be around 225 people. Details of data collected are below.

**Hotel Comments / Reporting:**
- **Holiday Inn** – 15% occupancy associated with Gran Fondo
- **Comfort Inn** – 5%-10% occupancy associated with Gran Fondo
- **Palace Hotel** – 0% occupancy associated with Gran Fondo
- **Econo Lodge** – 20%* occupancy associated with Red Dot Gallery/Studio Tour and TOTG Gran Fondo (*The comment was that the occupancy increase was not by actual room rentals to guest attending these events, but rather displaced regular travelers who said they could not get rooms at their regular hotel and, thus, came to Econo Lodge. October was a much better month than usual for this hotel, which manager contributes to the two events).
- **Motel 6** – 10% occupancy by event attendees for Gran Fondo

**Summary Points:**

- For the Gran Fondo 86% of participants/attendees were from over 50 miles from Silver City, primarily representing the states of Arizona, Texas, New Mexico, and Utah, but with riders from each coast (VA and WA), bringing in over 225 out-of-town visitors. This was an increase of registered participants by 40% over last year. Of those completing the surveys, over 65% of the travelers/participants were in groups of two people. Over 70% stayed 3 days and 2 nights, with around 65% staying in hotels/motels. The majority spent between $101 and $300 on their accommodations, with 35% spending $51-$100 on food and beverage, 20% spending $101-$150, and 20% spending $151-$200 on food and beverage. Majority of the attendees/participants are age 45-65, with over 40% earning over $100,000 in annual household income. When asked about likelihood of returning within the year, over 60% indicated that they would and the other 40% return after a year. Details of results are included in the following sections.
II: Part II Research Findings and Insights

Gran Fondo
Overnight Accommodation Locations

Gran Fondo
Amount Spent on Accommodation
Gran Fondo
Amount Spent on Food/Beverage

Gran Fondo
Amount Spent at Retail Stores
Other Key Findings:

Respondent demographics
Of the respondents taking the survey for the traveling group, the following responses were gathered:
From those visitors from 50 miles or further away from event location, the attendees who were surveyed indicated the following states of residence:

Of the New Mexico visitors depicted in the above graph, the following locations within New Mexico for out-of-town tourist were indicated as their residences:
One question on the survey asked about if attendees to the Gran Fondo event attended other happenings in the area, which was cross-promoted by the Gran Fondo, the following findings were recorded.
Tour of the Gila

Background on Event: The 32nd Annual Tour of the Gila concluded its five-stage race in April. The race was attended by were 18 professional men’s teams, 10 professional women’s teams, and over 200 amateurs from all over the world. Professional teams, with their traveling support have 10-15 people usually, if not more in the group. Amateurs also bring large support groups of 3-5 people (family and friends), as determined by research. Over 400 registered participants raced and it is estimated that there were more than 300 who traveled with these participants, including professional race staff (UCI officials), for a total of 700 participant related tourists. Some of stages additional out-of-town crowd density indicated potentially 150-200 spectators attended events in addition to direct family, friends, and support staff of participants. The downtown Saturday criterium race is largely attended by locals, but additional tourists attend. The event was covered live Saturday for the first time in the history of the event. The Tour of the Gila is considered the hardest race in North America and is the third largest race of its kind in North America. Cyclists compete over 5 days, with over 10,000 feet of climbing. This is a hallmark event to promote tourism to the region.

New Focus on Amateur Cyclists and Overall Marketing of the Area: For the 2018 year, one very important focus was bringing the race live on Saturday for the downtown criterium to promote area and race awareness. The broadcast showcased Silver City with over 17,000 reach on Facebook Live, of which over 5000 were unique views, and additional reach on a Tour of the Gila YouTube channel where thousands of additional viewers also watched the race from all over the world. Each night Silver City was given additional exposure about the race on KOATV and KOB. NBC Sports also came for two days of the race.

Research: Surveys were emailed to each of the amateur participants since all emails for participants were available. Surveys were also emailed to each UCI team director for completion by the team director on the entire group the team had with them. In addition, on Saturday and Sunday, spectators were surveyed.

Summary Points:
- The following data represents survey responses covering 375 individuals from over 50 miles from Silver City
- It is estimated that 95% of those in attendance to Tour of the Gila, its participants and spectators are from out-of-town
- Size of traveling groups for amateurs results show 22% travel in a group of 2 and 16% travel in groups of 4. When considering teams, 25% are traveling in groups of 11+
- 40% of attendees spend 5 nights/6 days and over 30% spend more than 5 nights in the area
- 32% of attendees are staying in hotels and 35% in Airbnb/VRBOs
- 40% of the amateurs surveyed earn more than $100,000 a year income
- A significant number surveyed also visited the Gila Cliff Dwellings and galleries
Tour of the Gila Hotel Comments: (Tour of the Gila bookings covered a week span for most participants, 5 nights, with 30% staying longer than 5 nights) Many participants came in early to prepare and adjust to altitude.

- **Holiday Inn** – Reports being basically booked full during Tour of the Gila week and with their existing regulars from construction/contracting/mining, contributes 40% of their occupancy to TOTG for at least 4 to 5 night stays. With 73 total rooms in the hotel, this equates to around 30 rooms per night x 4.5 = **135 nights of stays**.
- **Comfort Inn** – Reports being basically booked full and contributes 80% of their occupancy to TOTG for 4 to 5 night stays. With 52 total rooms in the hotel, this equates to around 41 rooms per night x 4.5 = **184 nights of stays**.
- **Palace Hotel** – Reports being full with at least 50% of their occupancy to TOTG. With 18 rooms in the hotel, this equates to around 9 rooms per night x 4.5 = **40.5 nights of stays.**
- **Quality Inn** – Reports being full during Tour of the Gila, contributes 80% of their occupancy to TOTG. With 58 total rooms in the hotel, this equates to around 40 rooms per night x 4.5 = **180 nights of stays.**
- **Copper Manor** – Reports being from 80%-85% full during Tour of the Gila Week, with a majority of the rooms being rented to TOTG. With 50 total rooms in hotel, this equates to around 41 rooms per night x 4.5 = **185 nights of stays.**
- **Murray Hotel**—Reports being at 73% occupancy on W-Th, almost full F, and full on Sa, contributing 60% of their occupancy to TOTG. With 53 total rooms in the hotel and being at 74% occupancy, of which 60% was TOTG, this equates to around 23 rooms for 2 nights = 46 nights of stays covering W-Th, with 64 nights of stays for F-S. The grand total is **110 nights of stays.**

**Overall**- This event produced the most number of stays from the events studied.
The first part of this illustration reflects the individual cost per person. The second part of this illustration reflects UCI team responses for the entire team and how was spent as a team. For example, 8.5% of the teams spent over $4000 in total on their lodging. There were 29 professional UCI teams.
Represents the person who responded to the survey.
II: Part II Research Findings and Insights

Tour of the Gila
Household Income

Tour of the Gila
Rate of Return to Silver City/Grant County
During the event, other activities and attractions were happening. The survey asked about participation in these other tourism opportunities.
Summary Analytics: The event utilized extensive digital marketing. Here is a summary of some of the marketing initiatives that were initiated. The focus of ALL marketing was to promote the area (Silver City and surrounding areas) while promoting cycling year-round and participation in the event. The focus was on amateurs, but also providing media exposure all-around so to strengthen the race’s footprint and return deliverables to participants and sponsors.

Four Social Media Channels utilized: Facebook, YouTube, Instagram, and Twitter

Tour of the Gila Facebook—Grew follower base from 7,308 to 10,227 (40% increase in followers) There were 101 posts made this Tour of the Gila promotional season promoting the race and the area.

Tour of the Gila Instagram: Grew total follower count from 1,222 to 2,244 (84% increase in followers)

Tour of the Gila YouTube Channel: Started this year, new, YouTube channel for Tour of the Gila. Have 100 subscribers. For the day of the live stream producing 3,763 views to date.

Tour of the Gila Twitter: In the months leading into TOTG and during the race Twitter was utilized. A total of 275 posts were made. To date, since the establishment of the channel in 2009, there have been 8,274 Tweets, with 2,558 following and 8,778 followers, with 969 likes.
TourOftheGila.com: Since promotions launched on the website Jan. 1, 2018, until April 24, 2018, the website has seen 23,271 unique visitors. 76% of the users are new users. There were 44,842 sessions that totaled 158,631 page views.

Special notations: 2018 Tour of the Gila produced on Facebook 26,558 video views. In addition, two other platforms were serving Tour of the Gila video content for live streaming: website’s private player and Tour of the Gila You Tube channel. With these additional platforms, there were over 35,000 unique views of the video coverage.

Facebook:
Total Page Likes
Facebook—Grew likes from 7,445 to 10,206 (27% increase in likes)
### II: Part II Research Findings and Insights

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<thead>
<tr>
<th>Metric</th>
<th>March 28 - April 24</th>
<th>Change</th>
<th>Percentage Change</th>
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</thead>
<tbody>
<tr>
<td>Actions on Page</td>
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<tr>
<td>Page Followers</td>
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</tbody>
</table>
Facebook Reach -- Peaks important to note with organic, especially April 21, 2018, reached 40,475 unique individuals. For large promotional week of March 19, organic reach climbed to 21,763, following strong paid reach promotions leading into release of promotional video that occurred in week of March 12.
II: Part II Research Findings and Insights

Post Reach
The number of people who had any posts from your Page enter their screen.

BENCHMARK
Compare your average performance overtime.

Organic

Paid
Sources of Traffic:
Organic search 50%;
Direct 23%;
Social 14.5%

Demographic location of users.

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>18,559</td>
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<tr>
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</tr>
<tr>
<td>Netherlands</td>
<td>140</td>
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</tbody>
</table>
Blues Festival

Background of Event:
The Mimbres Region Arts Council presented the 23rd Annual Silver City Blues Festival May 25 through the 27 (Memorial Day Weekend). Major performers included the Ghost Town Blues Band, from Memphis; Young Blues Phenoms; the Peterson Brothers from Austin, Texas; Amanda Fish; Buster Brody; Tony Holiday and the Velvetones; and several others. The event also included the Gila Glass Classic Flame Off event, which included glass artisans from the tri-state region. Other attractions included steamroller printing, chalk murals, clay throwing, Plein Air painting, pop up melodramas and more. There were more than 70 artisan and food vendors and a beer & spirits pavilion. This is considered a hallmark event for the town to promote tourism.

Research:

- SkyWest Media team conducted 20 cumulative hours of research at this event
- Research conducted on each of the days of the event (Friday-Sunday)
- Types of research included:
  1. Interviewing out-of-town tourists (those traveling more than 50 miles to attend the event). The interview included attendee completing survey on tablet about their trip/expenditures in Silver City for the weekend.
  2. Taking samples of attendees as far as how many were out-of-town versus locals (tourist density assessments)
  3. Counting number of attendees at key times during the event (Friday 8:00pm at the park’s peak attendance level, Saturday 4:00pm afternoon and again 7:30pm evening, and Sunday 2pm.) Each of these counts were obtained by team members positioned in park/streets at specific points and using quadrant mapping, simultaneously counting quadrants to obtain estimates
  4. Counting vehicle plates to determine percentages of out-of-state vehicles vs. in-state vehicles

Highlights of Research Findings:

- **Attendance:** It is estimated that approximately 6,500 people attended the event, representing the peak occupancy in the park Saturday evening. Attendance was estimated on Friday evening at 1,250, Saturday afternoon 5,000, Saturday evening 6,500, and Sunday afternoon 2,500.
- **Crowd Density Profile:** The tourist crowd density vs. local is estimated to be around 35%-37% out-of-town visitors (more than 50 miles away). This equates to approximately 2,275 out-of-town attendees of the 6,500 in total peak attendance, leaving 4,225 attendees being county/town residents (from within 50 miles of the event) enjoying the event.
- **Lodging:** The town was fully booked as far as hotels/motels and Airbnbs and VRBOs, but as noted in analysis, hotels had many rooms booked for other reasons, such as contractors, mining, fire season, etc.
- **Duration of Stay:** A large number of attendees participated in all three days of activities, with around 50% spending 2 nights in the area.
- **Compliments:** Many compliments were given to the quality of the event and uniqueness of the town, its cleanliness, open businesses, tourists feeling “safe” and welcome.
- **Complaints:** Repeated complaints on the high cost of lodging and fuel.

**Specific Findings:**

A total of 570 attendees were questioned as to whether they were from out-of-town or were “locals.” Of those 570 attendees questioned, this data set represents information about 212 individuals who were visiting the event from more than 50 miles away.

The average size traveling group had the greatest showing of groups of 5 or more (almost 35%), followed by 28% traveling in groups of 2 to the event.
Almost 50% of all interviewed out-of-town attendees came for the entire weekend, staying 2 nights and 3 days. Just over 10% came in for the day and left.

Most tourists, 47%, stayed at hotels/motels, with 4% indicating Bed-and-Breakfast type establishments, 3% AirBnB/VRBO type establishments, 7% RV Park, and 20% with friends/family. It is noted that through careful tracking of AirBnB/VRBO, there were no available units for the weekend. The market typically has around 100 total AirBnB and VRBO units available and has a 7 month average of 41% occupancy. This means that this supply was utilized, but guests may be cautiously about reporting that. Also, even though the hotels/motels were “full,” hotels are reporting that the “full” occupancy is not because of just the “Blues Festival.” (See below). Motels/Hotels have entered their “busy” season and have had several weeks of higher than normal occupancy with many contractors in the area. With the Cobre Mine shovel rebuild, several road construction projects in the region, and the fire season with fire crews, numerous rooms are booked to these individuals, and were not even available to Blues Festival tourists.

Through interviews with out-of-town travelers, there was some “spill over” into lodging accommodations in Deming and Lordsburg. Many interviews yielded receiving complaints about the excessive rates of hotels during the event such as Motel 6 charging $200 per night in Silver City and being only $62 per night in Lordsburg. Holiday Inn was reported to be $178 a night. Quality and Comfort Inn had rates ranging from $150-$200. Many interviewees complained and indicated that is why they looked for friends/family to stay with or alternative housing.

Additionally, hotels are pleased with their continual higher than normal occupancy rates, but are very cautious about long-term optimism. This is because so much of their occupancy for the past couple of months and anticipated through September is contract/business/mine/fire crew based. Once those “workers” leave the area, there is concern that occupancy will drop significantly.

- **Holiday Inn**—Reports being booked full during Blues Festival; however, only 38% of their 73 rooms due to Blues Festival because rest of occupancy was due to their existing regulars from construction/contracting/mining. This equates to 27 to 28 rooms for two nights, which is a total of 54 nights of stays.
- **Comfort Inn**—Reports being basically booked full and contributes 50% of their 52 rooms due to occupancy to Blues Festival, rest regulars, which is 26 rooms for two nights. This equates to 52 nights of stays.
- **Palace Hotel**—Reports being full with all but one room being Blue’s Festival attendees. This equates to 19 of the 20 rooms for two nights. This equates to 38 nights of stays.
II: Part II Research Findings and Insights

- **Quality Inn** – Reports being full during Blues Festival, contributes 50% of their 58 rooms due to occupancy to Blues Festival, which is 29 rooms for two nights. This equates to **58 nights of stays**.
- **Motel 6** – Report being full during Blues Festival, contributes 50% of their 65 rooms due to occupancy to the Blues Festival, which is 33 rooms for two nights. This equates to **66 nights of stays**.
- **Copper Manor** – Reports not being full, except for Saturday night and only 50% of those rooms were Blues Festival. The hotel currently has 46 rentable rooms. Friday and Sunday had lower occupancy and many available rooms. Occupancy on those nights not attributed to Blues. This equates to 23 rooms for one night. This equates to **23 nights of stays**.
- **Murray Hotel** – Reports being at 85% occupancy for two nights of which the majority were Blues Festival. (Manager did not track how many of his guests were for certain Blues Festival attendees.) Estimated rooms 53 with 85% occupancy equates to 44 rooms total or **44 nights of stays**.

Survey respondents average spend on their accommodations (average two nights) included 19% spending $101-$200 per person, 23% spending from $201-$300 per person, 10% spending from $301 to $400 per person, and 12% spending $401 to $500 per person. (See comments on previous page). Some of these responses indicated 0- because they did not spend money on accommodations in the Silver City area because they stayed with friends/family or simply stayed in Deming or Lordsburg because of cost and availability.
Over 30% of the respondents indicated they spent up to $200 per person on food while visiting the area, followed by just under 30% spending upwards of $100 per person on food/beverage. Several comments were made that the traveler was pleasantly surprised that more local restaurants were open throughout the entire event.

Travelers commented that they were pleased that many retail stores were open the holiday weekend. The chart above illustrates per person expenditures at retail stores.
Many comments on the surveys indicated travelers unhappy about the cost of fuel in the area. Many respondents indicated that they knew from experience or had been told about the “inflated fuel costs” in the area and indicated they purchased fuel in Deming and Lordsburg before coming to Silver City or would be getting fuel from those locations on their return home. For those getting fuel in Silver City, 40% of the respondents indicated that they would spend/did spend $51 to $100 on fuel.

Demographics of Respondents:
II: Part II Research Findings and Insights

**Blues Festival Rate of Return**

- Do not plan to return
- Return within a year (60%)
- Return after a year (40%)
- n/a

**Blues Festival Event Attendees Locations**

- Arizona: 30%
- California: 10%
- Colorado: 5%
- Maryland: 10%
- New Mexico: 60%
- Oregon: 5%
- Texas: 10%
License plate count on Sunday:

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Cars</th>
</tr>
</thead>
<tbody>
<tr>
<td>NM</td>
<td>750</td>
</tr>
<tr>
<td>AZ</td>
<td>102</td>
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<tr>
<td>TX</td>
<td>59</td>
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<tr>
<td>CA</td>
<td>10</td>
</tr>
<tr>
<td>CO</td>
<td>8</td>
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<tr>
<td>OR</td>
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<td>NV</td>
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</tr>
<tr>
<td>UT</td>
<td>1</td>
</tr>
<tr>
<td>Mexico</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td><strong>948</strong></td>
</tr>
</tbody>
</table>
Wild Wild West Pro Rodeo

Background of Event:
The 28th Annual Wild Wild West Pro Rodeo was held on June 13th through the 16th, at the Southwest Horseman’s Park located off of Highway 180 and Caballero Road just East of Silver City. The rodeo competition featured some of the toughest cowboys and cowgirls and wildest bulls and broncs from all over the country. In the past, amateur rodeos were held every July 4th until the new stadium was built in the late 80’s and the Southwest Horseman’s Association was formed. The event continues to maintain western culture and heritage while promoting rural life and agriculture to all that attend. The event is predominately attended by local residents.

Research:

- SkyWest Media team conducted 16 cumulative hours of research at this event
- Surveyed on location Wednesday and Friday, which were the recommended days from the event organizer
- Types of research included:
  - Interviewing out-of-town tourists (those traveling more than 50 miles to attend the event). The interview included attendee completing survey about their trip/expenditures in Silver City for the weekend.
  - Taking samples of attendees as far as how many were out-of-town versus locals (tourist density assessments)
  - Counting number of attendees at key times during two different night’s performances
  - Working with rodeo organizers to direct them in zip code collection at time of ticket sales
Highlights of Research Findings:

**Wednesday Night Event - Boys and the Bulls**
On location on 6/13/2018, questioned 593 adult persons entering the grounds of which 73 indicated that they were from out-of-town.
- From this crowd density measurement, 12% estimated to be from out-of-town
- Attendance adult count Wednesday night was **1115** in the stands and vendor area at 8:30pm (peak rodeo time with rodeo starting in full-swing at 8pm)

**Friday Night Event - Full Rodeo Event Action**
On location on 6/15/2018, questioned 762 adult persons entering the grounds of which 47 indicated that they were from out-of-town.
- From this crowd density measurement, 6% estimated to be from out-of-town
- Attendance adult count Friday night was **900** in the stands and vendor area at 8:30pm (peak rodeo time with rodeo starting in full-swing at 8pm)

**Total out-of-town visitors:** Estimated 6%-12% of the spectators were potentially out-of-town spectators. Thursday night the attendance was smaller, but probably affected by the rain. It is difficult to track how many came for more than one night who were from out-of-town. Next year, it is recommended than an additional survey question be added to the survey for this particular event asking if they were/are planning on attending more than one night. Cautious estimates the crowd total for four nights at 4000. If the out-of-town attendees were only in attendance one performance, that would be around 360 out-of-town individuals. Then there were 214 contestants. Numbers were not captured of how many rodeo staff were from out-of-town.

**Summary of Information Provided by Rodeo Committee:**
- **Total spectator tickets distributed 4866** (box seats and individual ticket sales)
  - Of this information, 179 individuals declined providing zip code and 574 ticketed sales did not have zip code data collected on the sale of that ticket
  - Tickets associated within 50 mile radius of event 3,429
  - Tickets associated with residents living in New Mexico further than 50 miles from event 489, with 84 from other than New Mexico
  - Note: These numbers do not represent “unique” visitors, meaning a person may be represented four times in the number set if they attended the rodeo for four nights; thus, needing four tickets. Also, box seats were counted per night, so if a box seat had 10 seats associated with it, then the count for 4 nights was 40 seats. This does not mean that box actually had all 10 seats filled each of the four nights. Of the “total” number tickets associated with zip codes, which was 4,004, 1,288 (32%) were individual tickets and 2716 (68%) were box seats.
- **Total contestants were 214** consisting of basically all out-of-town individuals coming into the area for at least one day.
Table created from zip code data provided by event coordinator

<table>
<thead>
<tr>
<th>State</th>
<th>Contestants</th>
<th>Spectators</th>
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<tbody>
<tr>
<td>Arizona</td>
<td>72</td>
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<td>Montana</td>
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</tr>
<tr>
<td>Nevada</td>
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</tr>
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</tr>
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</tr>
<tr>
<td>Australia</td>
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<td>0</td>
</tr>
<tr>
<td>France</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

| Total        | 214         | 573        |

This table does not reflect “unique” visitors, as some may have come more than one night. Rather the second column represents number of out-of-town tickets sold.
Summary of Data:
Of those surveyed, the following data was captured. Even though such a small percentage of attendees were from 50 miles or future away, 43 different groups of out-of-town attendees were located and surveyed representing a total sample of 106 attendees.

Data represents a 106 person data set.
Approximately half of the interview out-of-town attendees did not stay the night. The “other” actually came from one large group staying in the area with friends for a longer duration.
Since 50% of those interviewed from over 50 miles away did not stay the night, the remaining approximate number of surveyed individuals, 11% stayed with friends, 20% stays at hotels and 16% at an RV park. This aligns with the reports obtained from the lodging providers.

Of lodging providers reporting: (Some of the others felt they just didn’t know if they really could attribute any of their guests as individuals who had come in especially for the rodeo.) Lodging providers are reporting that currently a significant amount of their occupancy is going to contractors and miners—over 50% of available rooms typically. Summary—as reported, possible 59 room/night stays associated with rodeo individuals.

- **Holiday Inn**—Contributes 10% of their occupancy (8 rooms for 4 nights), which equates to 32 nights of stays.
- **Comfort Inn**—Contributes 5% of their occupancy (3 rooms for 2 night average), which equates to 6 nights of stays.
- **Palace Hotel**—Contributes 10% of their occupancy (2 rooms of which 1 for 1 night and 1 for 2 nights), which equates to 4 nights of stays.
- **Quality Inn**—Contributes 10% of their occupancy (6 rooms for 3 night average), which equates to 18 nights of stays.
- Other lodging providers did not provide estimates.

As a note, contestants have a variety of options for lodging or not staying the night, if they were only coming in for the one night’s performance. Some contestants stay in their livestock trailers, which are equipped with campers, some at RV parks, some at hotels, and some drove home afterwards. Some data was captured in some of the surveys for contestants and vendors.
Wild Wild West Pro Rodeo
Amount Spent on Food/Beverage

Wild Wild West Pro Rodeo
Amount Spent at Retail Stores

Wild Wild West Pro Rodeo
Amount Spent on Fuel
Demographics of Respondents:

These results pertain the one who took the survey and does not represent the entire group covered by the survey.
Summary: This event has potential to be a destination event, but does not appear to be effectively marketed to potential attendees from out of the immediate region. Research team members questioned further some of the out-of-town respondents and found only a few of them who specifically came to the area to go to the rodeo as a “tourist” and spend the night. Some were found to attend the rodeo because once they were in the area, they learned about the rodeo and wanted to go. Overall, this is mostly a local event. Marketing out-of-the-region would definitely help increase tourists/adventure travelers.
Fiesta Latina

Background of Event: Fiesta Latina, held in June 2018, was in its second year and was in a new location, being Old James Stadium on the Western New Mexico University campus. The three-day event features traditional master artisans from all across Mexico. The Mercado exemplifies some of the best folk art that can be found. Artisans are carefully selected and provided a means to make the journey to Silver City, some over 1500 miles one way, to bring their wares to the United States. The event is enhanced by a full lineup of entertainment, lecture and documentary series, children’s activities, workshops, and Folkloric performers.

Research:

- SkyWest Media team conducted 10 cumulative hours of research at this event
- Surveyed on location Saturday day functions, evening function, and Sunday
- Types of research included:
  - Interviewing out-of-town tourists (those traveling more than 50 miles to attend the event). The interview included attendee completing survey about their trip/expenditures in Silver City for the weekend.
  - Taking samples of attendees as far as how many were out-of-town versus locals (tourist density assessments)

Highlights of Research Findings:
A total of 323 attendees were questioned as to whether they were out-of-town or were “locals.” Of those 323 attendees questioned, this data set represents information about 86 individuals who were visiting the event from more than 50 miles away. It is estimated that the out-of-town attendees represented about 27% of the crowd surveyed on Saturday afternoon and evening. This does not mean there were not more out-of-town attendees. This does mean the SkyWest Media team was able to capture information about 27% of the attendees.

Summary of Findings:
The average traveling group size is depicted above. Most traveling groups were either 4 or 2.
For those people surveyed from out-of-town, nearly 40% of the travelers surveyed came to the event, staying one night. Almost 30% only came to the event for the “day”.

Over 45% of the tourists, stayed in hotels/motels during their stay. Lodging for the event was made challenging in that the area is experiencing higher than usual occupancy rates due to many contractors being in the area as well as the fire season with fire fighters staying in hotels. The following occupancy rates associated with Fiesta Latina were reported from the top lodging providers. Rates for this weekend were also higher than normal, around $150 to $200 per night due to the higher than normal occupancy rates/demand for lodging.
ii: part ii research findings and insights

- **Holiday Inn** – Reports being booked full during Fiesta Latina for other reasons. Fiesta Latina also directly booked rooms on Friday for the bands. Overall, 11 nights of stays are estimated to have been associated with the event (8 rooms Friday and 3 rooms Saturday). This is approximately 10% occupancy on Friday for Fiesta Latina and 4% on Saturday.

- **Comfort Inn** – Reports being basically booked full due to firefighters and contractors and contributes only 10% occupancy due to Fiesta Latina -- 5 night stays for their 52 rooms.

- **Palace Hotel** – Reports being full, reporting 8 Friday/Saturday night rooms for Fiesta Latina guests (44% occupancy Friday night to Fiesta Latina) and 3 Saturday single-night stays, plus the 8 rooms for two nights (61% occupancy Saturday night to Fiesta Latina). Total 19 night stays.

- **Quality Inn** – Reports being basically booked full due to firefighters and contractors and contributes only 8% occupancy due to Fiesta Latina -- 5 night stays for their 58 rooms.

- **Motel 6** – Report being full during Fiesta Latina, due to Fiesta Latina filling-up their open rooms; thus, contributes 65% of their 65 rooms due to occupancy of Fiesta Latina on Saturday night. Overall, estimated 70 night stays associated with Fiesta Latina.

Other lodging establishments not reporting, Copper Mannor and Murray, who usually participate, but did not have numbers they could definitively associate with this event.

Survey respondents indicate that many did not stay overnight, thus did not spend money at lodging establishments. With 30% of out-of-town attendees only indicating they came for the day and 15% of those surveyed indicated they stayed with friends, this seems applicable to the data received for this question.
Summary graphics of expenditures reported by tourists in the area. This does not reflect item purchases at the event.
Demographics of Respondents
Summary

This event has substantial potential to become a hallmark event of the region, drawing in hundreds of attendees from out-of-market. The second year was very successful. The quality of the vendors and organization of this event is outstanding.
Clay Festival

Background of Event: The Annual Silver City Clay Festival has celebrated 6 years with paid and free events that feature numerous hands-on workshops, demonstrations, lectures, juried exhibitions, clay market, tours and family and youth events. This event has many activities associated with it, bridging two weekends and one week of attractions. In addition, attendees are able to participate in a gallery walk, enjoy a Saturday night street dance, a Clay Rodeo in the Hub in addition to a Sunday brunch at the Bear Mountain Lodge.

Research:

- SkyWest Media team conducted 12 cumulative hours of research at this event
- Surveyed on location Monday at opening event at Paroti Hall on WNMU campus, Thursday event at the Seedboat Gallery, Friday Gallery Walk event downtown, and Saturday Clay Festival Art Market downtown, which were the recommended days from the event organizer
- Types of research included:
  - Interviewing out-of-town tourists (those traveling more than 50 miles to attend the event). The interview included attendee completing survey about their trip/expenditures in Silver City for the weekend.
  - Counting number of attendees as far as how many were out-of-town versus locals (tourist density assessments)
- Out-of-town crowd density: Of the 214 attendees questioned, 80 people were located who were from out-of-town. This equates to an estimated 37% of the attendee’s from out-of-town based on crowd density measurements, but it is noted that this event was particularly difficult to measure. There were many different events transpiring. The surveys and crowd density measurements were taken at four locations/dates during the two weekend, one week-long event, following the suggestions of one of the event organizers. This event was reported by several who were questioned to be smaller than previous years. The event was attended by a local following.
Highlights of Research Findings:

The following survey results reflect responses covering 68 out-of-town individuals. This was a small sample, but also it was determined that the crowd-density measurements taken that only 37% of the attendees were potentially from out-of-town. Of this sample, over 30% traveled to the area from Texas, with Arizona being the second highest number of zip codes reported. Those who did travel came in larger groups. Many stayed with friends and some reported staying in the area for a month, renting a home for the summer.
Overall, this was a smaller event compared to some of the events earlier in the year. Of those attending from out-of-town, captured in the sample, just under 30% of those individuals reported staying in hotels/motels during, as determined from the surveys. Many attendees stayed with friends. When the major lodging reported, the following information was captured.

- **Holiday Inn** – Reports that four rooms were booked for one weekend (two nights each) that could be associated with the Clay Festival. This computes to 16 nights of stays. This is approximately 5% occupancy on Friday and Saturday, of their 73 rooms, for one weekend only for the Clay Festival.

- **Comfort Inn** – Reports that they could associate three rooms for one weekend (two nights each). This computes to 6 nights of stays. This is approximately 5% occupancy of their 52 rooms, for one weekend only for the Clay Festival.

- **Palace Hotel** – For this event, the Palace Hotel offered a 15% discount, which helped to track how many stays could be directly associated with the Clay Festival. The Palace Hotel reports 2 rooms for Monday, no rooms Tuesday and Wednesday, 1 room Thursday, 1 room Friday, no rooms Saturday. This equates 4 nights of stays.

- **Quality Inn** – Reports that they did not specifically attribute any of their rooms being rented for this event; however, they had moved some of their contractor guests from their sister-owned hotel (Comfort Inn) to Quality Inn; thus, they did not have much available at this location.
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- Other Lodging Providers—For those who chose to comment and were able to be reached, contended that they did not know of any specific rooms rented to guests who mentioned that they had come to the area for this event. This does not mean there were not more out-of-town hotel guests, but lodging providers could not identify them.

Since only 30% stayed in lodging establishments (hotels and motels), the following graph is not surprising. The other category included some individuals captured in the sample who were visiting the area for a month and renting a place for a month.
Demo

The following section indicates those who actually took the survey and does not necessarily reflect everyone in the immediate group from whom the respondent included in the survey. The n/a or “no response” category includes those who did not choose to answer that question.
II: Part II Research Findings and Insights

Clay Festival
Household Income

Clay Festival
Rate of Return
Comparison of Events

The following section is an overview of the events. Note that this is based on those surveyed from out-of-town for that particular event. Some events had more out-of-town attendees than others, which is not reflected here. This provides a general guide to knowing some comparative elements about the sample from each event.
The right side of the above graph reflects UCI professional team spending on lodging. The left shows the comparison of events for individual cost. As a note it is very important to take into consider the bar graph illustrates the percentage of the people for that specific event who spent that level of money.
As a note: The reason Tour of the Gila has significant larger amounts is due to the event lasting a week.
II: Part II Research Findings and Insights

Comparison of Events
Age Groups

Comparison of Events
Gender
II: Part II Research Findings and Insights

Comparison of Events
Household Income

Comparison of Events
Rate of Return to Silver City/Grant County
Current Lodging Availability Scan and Airbnb and VRBO Research

Units per lodging establishment:

<table>
<thead>
<tr>
<th>2017-18 Main Lodging Establishments-Units</th>
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</thead>
<tbody>
<tr>
<td>Holiday Inn Express</td>
</tr>
<tr>
<td>Gila Mountain Inn</td>
</tr>
<tr>
<td>Motel 6</td>
</tr>
<tr>
<td>Econo Lodge/Quality Inn</td>
</tr>
<tr>
<td>Murray Hotel</td>
</tr>
<tr>
<td>Comfort Inn</td>
</tr>
<tr>
<td>Copper Manor Motel</td>
</tr>
<tr>
<td>Drifter Motel</td>
</tr>
<tr>
<td>Palace Hotel</td>
</tr>
</tbody>
</table>

471 units (in Silver City) and 516 units including immediate surrounding areas

Airbnb and VRBO establishments:

Airbnb and VRBO establishments are utilized extensively in the Silver City area. Airbnb and VRBO offer an additional consumer option in the marketplace over traditional lodging options. Airbnb is an online marketing channel that enables people to list, find and rent vacation homes for a processing fee. These can be units that are simply one bedroom for one night up to an entire house for a week’s stay or longer. Often Airbnbs and VRBOs owners do not contribute to lodger’s tax. These units can rent anywhere from $30 per night to several hundred dollars per night and sleep one to a dozen or more people.

Some owner’s list on both Airbnb and on VRBO. During the course of analysis from end of October through beginning of May there is a range of 55 to 70 Airbnb locations listed, with an average of 62 Airbnb units listed. There were 38 to 46 VRBO locations listed, with an average of 44 units listed. The study conducted tracked the number of units available over time. During the course of observation as many as 25% of the units were listed on both sites, but overall comparison between the sites was not the focus of the observation. Rather the focus was availability per "channel," to provide a better perspective of rental use via these “channels.” Through the months specified availability was checked on Fridays for the weekend and on Mondays for the week. These findings are ONLY estimates.
The following illustrations is an estimation of possible # units rented, based on an average # units available per “channel” and taking into consideration a 25% overlap of units listed on both sites (channels). These are estimates as it is very difficult to determine exactly how many units are available before being rented; thus, determining number of units rented can only be an estimation. (62 average # of Airbnb units and 44 average # VRBO, with an overlap of 25% adjustment factored into the analysis. Note: There are several generalities made such as the overlap of double listings on both Airbnb and VRBO and working from an average # units available market wide during the dates specified.) The average price per night is $96.32.
Image Survey Study

An additional study was conducted by SkyWest Media to aid in marketing strategy development. This study was focused on the overall image of New Mexico and the “southwest.” This provides additional insights to perceptions of outside people (tourists) to the image of the region.

Preliminary Image Study:

- Survey Sample Size 218
- Represents a +/- 6.8% margin of error
- Gender profile of survey respondents: 54% female and 46% male
- Age: 17% 18-29 year of age, 30% 30-44 years of age, 29% 45-60 years of age, 24% 60 years plus
- 9 question survey instrument
- Implemented October 2017
- Utilized Survey Monkey
When you think of New Mexico, what comes to mind? (Check all that apply)

- Desert
- Chill
- Part of Mexico
- Mountains
- Indians
- Cowboys
- Culture
- Art
- Hispanic culture
- Hot weather
- Western life / western history
- Native American...
- Wide open spaces
- City
- Shopping
- DON'T KNOW ANYTHING ABOUT...
- Other (please specify)
If you travel, what types of interests do you have?

- Outdoor recreation
- Art
- Cultural events
- Musical events
- Dining
- Historical
- Shopping
- Other (please specify)

If you like travel, what kind of tourism interests you? (select all that apply)

- Cultural Tourism
- Natural Resource...
- Ecotourism
- Heritage / Historical...
- Art Tourism
- Adventure Tourism
- Wellness Tourism
- Other (please specify)
Keyword Tracking Study

To assist in understanding what key word phrases, especially long-tail searches, on the internet are being conducted, a study of Google Trends was conducted to analyze the most common daily searches regarding attractions, activities, locations, and events of interest to those searching for information on the area over the past 12 months. This provides for an additional foundation reference point in understanding how people are currently finding information about the area on the internet in order to be used in marketing strategy development.

Being able to identify area attractions and highlights are important to marketing strategy development. The information can be used in several ways, especially in guidance of website design. Depending on marketing objectives per campaign, similar trends can be researched to determine additional or more appropriate keywords that should be included on a specific page, blog, and/or advertising digital campaign.

The following section illustrates various topics and how frequently they are searched for on the internet, over the course of a year (May 2017-May 2018).

Results illustrate the high interest in the Gila National Forest. The Gila Cliff Dwellings (phrased in several ways) has a continual interest demonstrated over time.

- Gila Cliff Dwellings National Monument (29 searches per day) blue
- City of Rocks State Park (18 searches per day) red
- Gila National Forest (43 searches per day) yellow
- Gila Wilderness (15 searches per day) green
- Catwalk Glenwood NM (3 searches per day) purple
The following graphic illustrates the volume of searches related to the above listed terms during the course of a year, but also illustrates the importance of tracking keywords relevant to current happenings and leveraging reach to visitors search for specific and related topics.

Results illustrate the peak interest (internet searches) for Tour of the Gila.

- Tour of the Gila (avg. 5 searches per day over a year, but event time and leading into event hit 100 searches per day) green
- Silver City Blues Festival (3 weeks out from event when this report was generated) (Does not score an average per day search on Google Trends and has one day in May receiving 5 searches and some days 3 searches; however, last year during event had a few days where the high was 44 searches) purple

Expanding out to other events studies, most events do not show up in “Google Trends” as there is not enough data on related queries to present in the graph. Some interesting observations are noted and can be used to form perspective of the impact or awareness of the event. It should be noted, that all though most of the events in Silver City do not result in a Google Trend data set, that does not mean the event is not important or has potential. It does potentially illustrate the event is not being marketed very well where visitors gain interest and begin searching on the topic/event.

This illustration carries forward the previous search results for “Gila National Forest” and adds in key events during the calendar year. Tour of the Gila has continual interest and searches year-round. The Blues Festival has a peak at this time
last year, but minor to no interest/searches the rest of the year. The only other event having enough data to be plotted by Google Trends is Gila River Festival and the Silver City Clay Festival with logged search interest in the month around the event and then again in minor count during the year. The Gila River Festival could be a result of related queries on the Gila Nation Forest or similar search phrases. The Red Dot Gallery Tour, Red Dot Studio Tour, Silver City Print Fiesta, Taste of Downtown, Silver City Gem and Mineral show/Rolling Stones Gem and Mineral show (several other versions tested), Fiesta Latina Silver City (or combinations that include location since there are many “Fiesta Latinas”), and Wild Wild West Pro Rodeo did not present strong enough to show in Google Trends.

- Gila National Forest (43 searches per day throughout the year with peaks of around 75 and a higher trend line around Tour of the Gila timeframe) blue
- Tour of the Gila (5 searches per day throughout the year with peaks of 100 searches per day) red
- Silver City Blues Festival (Does not generate enough daily searches over the year to score a avg. search, but does have some peaks last year of 44 and some days this year, this month of 5-6 searches) yellow
- Gila River Festival (Has some times of the year where 7 searches are logged, most of the time does not appear on the trend line) green
- Silver City Clay Festival (Last year during event time has a peak of 7 internet searches and a couple of times recently where 2 searches were illustrated in the trend line, but overall there is not enough searches or related searches to trend) purple

To examine other keyword searches associated with “Recreational Tourism, Outdoor Recreational Tourism, and Adventure Tourism,” the following keyword searches were researched on Google Trends.

<table>
<thead>
<tr>
<th>Fishing in New Mexico</th>
<th>Hunting in New Mexico</th>
<th>Birding in New Mexico</th>
<th>Hiking in New Mexico</th>
<th>Camping in New Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worldwide, Past 12 months</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It should be noted that “Camping in New Mexico” has more searches on average than other search terms depicted herein. It should be noted “Birding in New Mexico” produced no demonstrated interest overtime.

- Fishing in New Mexico (average of 44 searches per day) blue
- Hunting in New Mexico (average 50 searches per day) red
- Birding in New Mexico (average 0 searches per day) yellow
- Hiking in New Mexico (average 29 searches per day) green
- Camping in New Mexico (average of 82 searches per day) purple
Other interesting keyword searches on topics associated with New Mexico includes examination of topics on art, history, places to see, things to do, and even Continental Divide Trail.

Another illustration of a comparison of keyword searches focused on New Mexico tourism:

- Art in New Mexico (average of 8 searches per day) blue
- History in New Mexico (average 12 searches per day) red
- Places to see in New Mexico (average 3 searches per day) yellow
- Things to do in New Mexico (average 54 searches per day with a peak of 100 per day in July) green
- Continental Divide Trail in New Mexico (with several other keywords researched did not show any trends/data set) purple
Results from Secondary Research

Model Considerations

The above illustration is an established model for event portfolio management. It is known as the “Event Portfolio Management Pyramid.” It is important to access the events as to where they may fit on this pyramid.

When considering the current lodger’s tax funded events, the following placement or anticipated placement would potentially create the following illustration. Note: Not all research has been conducted for the annual review, so some of these estimated as they are marketed currently. The Occasional Mega events and Hallmark events are presently considered basically the same. Each of the Town’s Hallmark events could be developed into Mega events over time.
Hallmark Events

Tour of the Gila
Blues Festival

Regional Events

Gila River Festival, Fiesta Latina (potential to moving up),
Wild Wild West Pro Rodeo, Rolling Stones Gem and Mineral Show,
Clay Festival, Gran Fondo, Southwest Festival of the Written Word

Local Events

Southwest Print Festival, Taste of Downtown, Red Dot Gallery Tour, Red Dot Studio Tour,
and many non-funded events

New Mexico Tourism Trends
The following section contains highlights of other secondary research regarding tourism.

Key Findings from New Mexico Department of Tourism Economic Impact of Tourism in New Mexico, 2016, report. For complete report can be found at the following link: https://res.cloudinary.com/simpleview/image/upload/v1/clients/newmexico/2016_Economic_Impact_of_Tourism_in_New_Mexico_d8f34214-39c7-4f9d-a901-fa81e1c5f39b.pdf

- In 2016, just over 35 million visitors spent $6.4 billion in New Mexico
- Tourism spending was up 2.1% in 2016
- Tourism spending supports 8.4% of all jobs in New Mexico
- Tourism support $841 in state and local taxes for every household in New Mexico
- For six straight years, tourism in New Mexico has increased. In 2016, spending increased 2.1%, reaching $6.4 billion

The following is data as reported by New Mexico Department of Tourism, Tourism Economics, the following data was presented on Grant County regarding 2016 tourism impact.
2016 Visitor trends

Visitations reached just over 35 million in 2016, increasing by 980,000.

Visitor volume and spending expanded in 2016, driven primarily by strong consumer confidence and lower gas prices, as evidenced by the strength in day visitation growth (up 4.6% over 2015).

An estimated 35 million visitors spent $6.4 billion in 2016, increases of 2.9% and 2.1% respectively from 2015.

Visitation and spending in New Mexico

Source: Longwoods International, Tourism Economics

<table>
<thead>
<tr>
<th>Total spending (left axis)</th>
<th>Total visitors (right axis)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5.512</td>
<td>2011</td>
</tr>
<tr>
<td>$5.722</td>
<td>2012</td>
</tr>
<tr>
<td>$5.794</td>
<td>2013</td>
</tr>
<tr>
<td>$6.074</td>
<td>2014</td>
</tr>
<tr>
<td>$6.294</td>
<td>2015</td>
</tr>
<tr>
<td>$6.427</td>
<td>2016</td>
</tr>
</tbody>
</table>

Grant County

Tourism Employment

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct</th>
<th>Total (Dir, Ind, Induced)</th>
<th>County Tourism Dependence</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>640</td>
<td>776</td>
<td>8.3%</td>
</tr>
<tr>
<td>2015</td>
<td>645</td>
<td>766</td>
<td>8.2%</td>
</tr>
<tr>
<td>2014</td>
<td>632</td>
<td>769</td>
<td>8.2%</td>
</tr>
<tr>
<td>2013</td>
<td>635</td>
<td>789</td>
<td>8.2%</td>
</tr>
<tr>
<td>2012</td>
<td>679</td>
<td>830</td>
<td>8.8%</td>
</tr>
</tbody>
</table>

Tourism Labor Income (millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct</th>
<th>Total (Dir, Ind, Induced)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$11.2</td>
<td>$16.5</td>
</tr>
<tr>
<td>2015</td>
<td>$10.9</td>
<td>$15.4</td>
</tr>
<tr>
<td>2014</td>
<td>$10.8</td>
<td>$16.6</td>
</tr>
<tr>
<td>2013</td>
<td>$11.1</td>
<td>$16.7</td>
</tr>
<tr>
<td>2012</td>
<td>$12.1</td>
<td>$17.6</td>
</tr>
</tbody>
</table>

Tourism Share of County Economy

- Employment: 7.0%
- Labor Income: 3.2%
Part III: Event Planning Process Analysis and Website

Overview:
As part of a closer examination of event planning processes for the Town, a comprehensive scan of the processes that were in place was conducted leading to proposed changes in March of 2018. During the process, a flow chart of the procedures required from an event planner were reviewed. In coordination with Town management, these processes were streamlined and a final process flowchart was created. A website was developed to assist an event planner in the process required (steps needed) in order to plan an event in Silver City using Town properties or that would impact Town roads, infrastructure, etc. It was concluded that a central contact person was needed to assist an event planner to better help navigate the process. This was determined by Town management to be handled by the Town Manager’s Administrative Assistant.

Appendix D contains documentation of forms used in event planning and applications needed in association with planning an event. A “new/revised” overall Application for Permit to Use Town Park is included in Appendix D that was created by the Town on 03/18 as a result of the analysis conducted by SkyWest Media during the course of the year. This form contains rules and guidelines that will be very useful to event planners and with a central designated person, the process should be easier for an event planner to successfully navigate the process.

On the following pages, illustrations of the process flow chart and the website that was designed are included.

The basic site map for the website that was designed is depicted below.
The website is [https://grantcountyeventplanning.org/](https://grantcountyeventplanning.org/) and was designed in WordPress. The url name was agreed upon by County and Town leadership, as was the content and layout. A link from Town owned websites to this site should be done. The landing page has custom designed logo and welcomes event coordinators, providing them the contact information of those individuals who can assist them further. In addition, the page provides a quick overview of steps that need to be considered when planning an event, provides a link to the process flow chart, a “Start Here” section, and important links. Within the website, the event planner will find links to many .pdf forms that maybe needed, depending on the type of event such as “Application and permit for Public Celebration and Special Dispenser (alcohol) permit,” and many others. There is information provided for NM True branding and partnership opportunities. Here is a screen shot of landing page.
Part IV: Recommendations

Lodger’s Tax Appropriations (Also known as Community Promotions)

Part of the request from Town management was to provide a review of the 2017-18 Lodger’s Tax appropriation process. This was undertaken by SkyWest Media and suggested recommendations were presented for consideration in May 2018. Below, those recommendations are presented.

Lodger’s Tax Appropriation review and recommendations

Proposal 1:

Continuation of same overall procedures, but with revisions to lodger’s tax promotions application. Do to the length and detail of the current application process, recommendations are being made to simplify the application.

- See Appendix C for 2018-19 Lodger’s Tax Promotions application (revised suggestions for long form that reworks 2017-18 long form)
- See Appendix D for 2018-19 Lodger’s Tax Promotions application (suggestions for short form)

Proposal 2:

This is the proposal recommended for the 2018-19 year:

Revision of current structure to include revision to lodger’s tax promotions application and structure of appropriations to include marketing authority  This proposal would be similar to the current structure, but with consideration of slight modification to the application process, making the form simpler to complete for an event, and the introduction to contract with a professional marketing organization to handle overall marketing initiatives for the Town. In addition, this organization would provide management/oversight of advertising by recipients of Lodger’s tax funded events/attractions to ensure consistent branding and to conduct additional on-going research of major events funded by lodger’s tax

- See Appendix C for 2018-19 Lodger’s Tax Promotions application (revised suggestions for use of long form)
- See Appendix D for 2018-19 Lodger’s Tax Promotions application (suggestions for short form)

Under the current structure, the majority of the available lodger’s tax appropriations are divided between 10-13 entities each year, designating funding to certain events based on the application process. An extra-large portion is designated to one specific entity, being the Arts and Cultural District (ACD), which has attempted to oversee and guide marketing efforts for the Town.

It is recommended that the Town of Silver City, designate a specific amount (or percentage) to funding specific events/attractions through an Lodger’s Tax appropriation promotions RFQ/RFP, but that this funding be specifically targeted to events and not overall marketing initiatives for the Town.

For specific funding of general and overall marketing initiatives of the town, that a professional marketing organization (DMO-Destination Marketing Organization or similar professional marketing organization) be contracted with the Town to create/implement marketing initiatives. In addition, to oversee events funded by lodger’s tax appropriations, making sure a certain level of branding standards are maintained during those event promotions. This oversight would only include general recommendations, ad approval processes, and monitoring of ad campaign/reporting as submitted by lodger’s tax recipient, and not specifically advertisement development or implementation. The organization awarded the Lodger’s tax
will be required to generate their own advertising strategy, creative development, and implementation. The lodger’s tax recipient may contract separately for ad agency services if they need additional assistance.

This professional marketing organization should have professionals within their organization who are experts in their fields, with accredited/credentialed expertise. For example, having team members who have credentials in the professional marketing fields such as a “Professional Certified Marketer” by the American Marketing Association, being Facebook Blueprint certified, Google Adword certified, secondary education (bachelor, graduate, or doctoral) in marketing related field, and can demonstrate or have demonstrated a connection and understanding of the local market as well as a proven track record.

Proposal 3:
Revision of lodger’s tax promotions to change to a co-op approach that is overseen/managed by marketing authority. This would include having the professional marketing organization handle overall marketing initiatives for the Town, while also managing co-op advertising. Application process would still need to into the consideration of the simpler form and still utilize lodger’s tax appropriations board, but provides the management and requires matching funds be raised by the non-profit requesting/being awarded the advertising funds.

A matching funds requirement would make the organizational more accountable for the placement and direction of the advertising initiatives as the organization would have investment in outlay expenses of advertising. If desired, a percentage could be assigned to each type/form of media advertising to help incentivize where those advertising dollars are being invested.

This proposal is not seen as the next step for the coming year, but should be considered potentially for a direction where appropriations could be curated by inclusion of a co-op system. For example:

- Digital (digital ads, website, social media, SEM, email marketing) advertising 60/40 meaning that advertising expenditures in this category of media would be reimbursable 60% and the organization would need to cover 40% of the cost.

Again, this proposal may be a possible direction in a year or two, as the process evolves.
Additional Recommendations:

Professional Marketing Management of Town Owned Digital Assets
It is also highly suggested that the one authority (DMO), if one is selected, has unified control/access to the Town’s most critical digital marketing assets. This being the www.visitsilvercity.org website and associated social media channels (Instagram and Facebook). Being able to utilize these established platforms in unison and develop supportive advertising and branding is very important to overall marketing initiatives and success.

Advertising Effectiveness Research recommendations/Needed Standards of Practice Regarding Advertising Effectiveness
Research concerning advertising effectiveness is required. This will be a critical component. Advertising effectiveness research measures whether the advertising is reaching the intended target markets and whether it is influencing those people to visit the target destination.

Conversion studies, which this type of research is often called, can happen in several ways. The purpose of conducting conversion research studies is to learn whether or not the advertising initiative is actually generating visitors and profits greater than what would have occurred without using them. This can be done by direct-response advertising, wherein the intent to stimulate visitors is tracked through coupon code/redemptions, calling a certain 1-800 number, and/or tracking conversions digitally, such as to a website.

Advertising effectiveness should also be tested by presenting samples of the creative (advertising message) to a representative subset of the targeted consumers. This can be done with online presentation of images/advertising, focus groups-from outside the area, and extensive use of A/B testing for each digital campaign or images/creatives being explored as to their effectiveness.

Additional Next Step Regarding Needed Image Research
In order to begin to more comprehensively form an advertising brand image and standards for the area, a survey is proposed. This would be one step of many that will help to formulate strategy for branding for the region.

See proposed Tourism Survey Appendix B

Branding Guideline Recommendations
Even though an actual full brand image has not been determined at this time, there are some brand guidelines recommended.

- Establishment of font guidelines (similar and compatible with NM True branding guidelines)
- Establishment of preferred branding colors schemes (similar and compatible with NM True branding guidelines)
- Establishment of key phrases to be associated with local advertising to be used when possible
- Use of Visit Silver City rectangular logo with proper ratios, font, color
Conclusion and Marketing Plan Recommendation

In conclusion, a unified vision for Silver City and surrounding areas needs to be comprehensively and consistently executed by a professional marketing organization. Without these professional experts, resources, and prospects potentially are not being used to their fullest.

As the town shapes a formal and comprehensive marketing plan, it is recommended to have a hyper-local approach whereby the region is branded in a “boutique” manner with unique access to the Gila, giving travelers an intimate look at the unique experiences available in southwestern New Mexico (Silver City, other towns in Grant County, and the Gila). With significant competition in the small market municipalities tourism industry, careful hyper-local, unique experience branding is needed. Capitalizing on the “flavor” of the local events, setting this region apart from competitors, will be essential. This will require an in-market focus of what makes this market unique and then a boutique approach to conveying that message to travelers.

Targeted areas should include Texas, Arizona, New Mexico, and Colorado. Some events have the potential to reach and serve an even larger geographic area. In the report, each event has been profiled as to their current market reach as far as attendees. This provides a starting point to better recognize strengths, weaknesses, opportunities, and threats for these events and a method for tourism development to be able to provide this boutique look at the area. Customized, aggressive branding is needed to make these events “stand out” from thousands of other similar small market community events.

Careful consideration of how a marketing budget is divided/allocated to traditional and digital media is critical. Social media and digital marketing initiatives need to be a focus of marketing efforts and not a one off. A full marketing plan should be developed to include the use of stronger digital media, along with some continued use of traditional media. Print media recommendations include New Mexico Magazine, El Paso Scene, and Edible magazine in targeted markets. Additionally, a part of the budget should be allocated to OHH (signage) along I-25 and I-10 with imagery branding the region as a cool climate, mountain region (green), and that offers experience-focused tourism. It is recommended that a higher percentage of marketing expenditures be allocated to digital media over traditional media and that the Town leverage some marketing expenditures with different opportunities available through New Mexico True.

As a full brand is developed potentially in the coming years, there must be a focus on the experiences the traveler can uniquely have to Grant County. This will require an intent local presence in acquiring needed assets (video/photo) capturing the unique lifestyle images (experiences). The marketing strategy needs to take into careful consideration the cultural diversity present in-market, the rich heritage of the region, the adventure tourism available in the Gila, the unique art and cuisine available, and special events. Continued research is needed for each event and for all marketing initiatives, especially prior to launching new brand concepts. These should be full tested and go through a market screening process before implementation.
References


Appendices
Appendix A

Survey Instrument Utilized at Events

Complete set available upon request. SkyWest Media 575-538-3396.

Included here Tour of the Gila survey, which each event’s survey is very similar. Only difference basically is for question #10 about what other activities or events did the participant enjoy while in the area. If an event was on the same weekend as other events, these events were listed. For the various spending categories, if the event was an event covering a longer duration, additional expenditure levels were added.
Silver City Event Survey (Tour of the Gila-Cyclist Participant)

Grant County Event Attendee Survey

Thank you for being a part of the 2018 Tour of the Gila. We would greatly appreciate your help by participating in this short survey. This survey is very important for obtaining Lodger’s Tax for future funding assistance from the Town of Silver City. Your participation in this survey can help us continue the race.

If you reside more than 50 miles away from the event location, there are some questions that pertain specifically to you as this information. For those LOCALs, there are a few questions we have for you concerning the event and would like your feedback. We value your opinion.

Information from the survey is confidential and not linked to your name.

Participants will be entered into a drawing for a $100 gift card if you want to enter your email. If not, you can still complete the survey and be of huge help to us.

* 1. Participant Information

ZIP/Postal Code

Email Address

* 2. Do you live 50 miles or further from Silver City (event location)?

☐ Yes (I was a traveler to the area)

☐ No (I am from the local area)
3. How many adults were in your immediate traveling group, sharing accommodations? (i.e. How many traveled in your vehicle and shared the same room?)

- [ ] Just you (1 adult)
- [ ] You, plus 1 (Group of 2 adults)
- [ ] You, plus 2 (Group of 3 adults)
- [ ] You, plus 3 (Group of 4 adults)
- [ ] Other (please specify)

4. During your visit to the Silver City/Grant County area for this/these event(s), how long was your stay?

- [ ] 1 day/1 night
- [ ] 2 days/1 night
- [ ] 3 days/2 nights
- [ ] 4 days/3 nights
- [ ] 5 days/4 nights
- [ ] 6 days/5 nights
- [ ] Other (please specify)

5. During your visit to Silver City/Grant County, if you stayed overnight, where were your accommodations?

- [ ] Did not stay overnight
- [ ] Home of friends or family
- [ ] Bed and Breakfast
- [ ] Hotel or Motel
- [ ] Campsite
- [ ] RV park
- [ ] Other (please specify)
6. What was your total accommodation/lodging cost for your stay? (Total combined for you and your immediate traveling group i.e. family sharing the same room).

- $0- $401-$500
- $1-$50 $501-$600
- $51-$100 $601-$700
- $101-$200 $701-$800
- $201-$300 $801-$900
- $301-$400 $901-$1000
- Other (please specify)

7. During your stay, how much did you spend or have spent in restaurants and/or drinking establishments in Silver City/Grant County? (Total combined for you and your immediate traveling group i.e. family).

- $0- $251-$300
- $1-$50 $301-$350
- $51-$100 $351-$400
- $101-$150 $401-$500
- $151-$200 $501-$600
- $201-$250 $601-$700
- Other (please specify)

8. During your stay, how much did you spend in retail stores in Silver City/Grant County? (i.e. galleries, sports stores, specialty retailers, convenience stores, Wal Mart, etc.) (Total combined for you and your immediate traveling group i.e. family).

- $0- $151-$200
- $1-$50 $201-$300
- $51-$100 $301-$400
- $101-$150 $401-$500
- Other (please specify)
9. During your stay, how much did you spend on fuel from locations in Silver City/Grant County?

- $0
- $1-$50
- $51-$100
- $101-$150
- $151-$200
- Other (please specify)

10. Did you attend any other area event attractions while attending the Tour of the Gila. (Mark all that apply)

- Earth Day (Event in the park)
- WNMU Great Race
- Mimbres Cultural Site Tour
- Cliff Dwellings
- Galleries
- Other (please specify)

11. Do you plan to return on vacation to this area? (If so, estimated when and to do what?)

- Do not plan to return
- Return within the year
- Return after a year

If desiring to return, what are you interested most in doing in the Silver City/Grant County area?
12. What is your age?
   ○ 18 - 29
   ○ 30 - 44
   ○ 45 - 59
   ○ 60+

13. What is your gender?
   ○ Female
   ○ Male

14. What is your yearly household income?
   ○ Less than $10,000
   ○ $10,000-$24,999
   ○ $25,000-$49,999
   ○ $50,000-$75,999
   ○ $76,000-$100,000
   ○ Over $100,000

15. How would you rate the Tour of the Gila?
   Not good at all  Needs some help  Average  Good  Fantastic
   ⭐ ⭐ ⭐ ⭐ ⭐

We value feedback (Comments welcome)

16. Is there anything that could be improved about the race?

17. What do you enjoy most about Silver City/Grant County or that you wish could be better?

18. What are some of the best attributes about coming to Silver City and participating in Tour of the Gila?
   (This response is very important as this will be used to help us promote and continue the race.)
Appendix B
Tourism Survey Proposed Research Study

(This would be converted and fully formatted for Survey Monkey. This provides a general depiction of content. This is proposed to be implemented to 400 targeted individuals, age 18-65, who have interest in travel. More specifics can be targeted and developed if this type of research is pursued.)

1. Do you like to travel/vacation within the United States? If yes, continue. If no, thank you for your time.

2. What type of tourism do you find most enjoyable? Check all that apply.
   - Adventure tourism (going to new places to experience adrenalin type activities-rock climbing, rafting, sky diving, zip lines, etc.)
   - Art tourism (going to art galleries, craft stores, antique hunting, art orientated activities such as fairs and events, etc.)
   - Cultural tourism (visiting places because of their deep cultural history or connection, can include events that are themed around culture)
   - Event tourism (visiting places that have events that interest you)
     - If traveling for an event, what kind of event(s) do you enjoy attending?
   - Food tourism (traveling to places to experience the cuisine)
   - Historical tourism (visiting places with an interesting history)
   - Outdoor recreation/natural resource tourism (hiking, biking, camping, outdoor recreation, fishing, etc.)
   - Rural tourism (traveling to places “off the beaten path”)
   - Shopping tourism (traveling to a place to shop in that specific area because of its unique product or service offerings)
   - Wellness tourism (traveling to places that have a spiritual or healing type of component)
   - Other (Please specify ______________)

3. Have you traveled to New Mexico? If yes, answer…. If no, continue to….
   If yes, where have you visited? Check all that apply
   - Central New Mexico area (e.g. Albuquerque / Santa Fe area)
   - Northwest area (e.g. Navajo Nation Reservation, Farmington, Chaco Canyon, Los Alamos, Gallup)
   - Northeast area (e.g. Taos, Tucumcari, Raton)
   - Southwest area (e.g. Silver City, Gila Cliff Dwellings, Gila National Forest, Deming, Las Cruces)
   - Southeast area (e.g. Carlsbad National Caverns, White Sands National Monument, Roswell, Hobbs, Ruidoso)

   Of these places you visited, what was most enjoyable and why? ______________

   Do you plan on returning to New Mexico for vacation? Why or why not, please explain.

4. Have you traveled to Silver City, New Mexico, or surrounding area? If yes, answer the following. If no, continue to next question.
   If yes, share with us your experiences:
   - Attended an event (what event(s) ______)
   - Visited an attraction? (What attraction? e.g. Gila Cliff Dwellings_____)
5. If you have never traveled to southwestern New Mexico, check the following perceptions you have about New Mexico. (Or what words would you use to describe southwestern New Mexico)
   - Art
   - Beautiful
   - Cultural
   - Desolate
   - Isolated
   - Historical
   - Outdoor life
   - The Old West
   - Indians / Native American
   - Other (please specific ____________________________________________)

6. When you travel/vacation, how many are in your immediate group?

7. How many days do you like to spend on a vacation trip? (1 day trip, 2 day trips, 3 day trips, 4-5 day trips, 6-7 day trips, over a week)

8. Where do you become inspired to visit a place? Another words, what forms of media do you use that introduce you to a place you may like to see?
   - Internet advertisement (If answered yes, which of the following. Check all that apply.
     - Facebook ad
     - Google ad or similar search engine ad
     - Instagram ad
     - Snapchat ad
     - Trip Advisor or other travel site ad
     - Twitter ad
     - Other (please specify ________________)
   - Travel blog
   - Print ad (Please specify what magazine/paper, etc.__________________)
   - Outdoor signage (Please specify____________________)
   - Broadcast-e.g. T.V./Radio (Please specify____________________)

9. Where do you go to find out more about a place you may be interested in visiting?
   - Internet (If answered yes, which of the following platforms. Check all that apply.)
     - Area/Town/State website or event website
     - Facebook
     - Instagram
     - Snapchat
     - Trip Advisor
     - Twitter
     - Other (please specify ________________)
   - Print (Please specify__________________)
   - Outdoor signage (Please specify______________)
   - Broadcast-e.g. T.V./Radio (Please specify____________________)
   - Call someone in the area you want to visit (Please specify______________)
   - Other (Please specify____________________)

Comment: General demographic information is collected automatically and included in a Survey Monkey paid survey campaign, which can be very specifically targeted.
Appendix C

Lodger’s Tax Promotions Application Suggested Possible Revision (Long Form)

Town of Silver City

Request for Proposals

RFP: 16/17-2P
COMMUNITY PROMOTIONS
Lodger’s Tax Promotions

Approval:

/S/ Alex C. Brown,
Town Manager/ Finance Director

/S/
Erika Martinez, Procurement Manager

(Suggested Revisions are Provided in Red)

The Procurement Code, §13-1-28 through 13-1-199 NMSA, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and criminal kickbacks.

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I. INTRODUCTION

A. PURPOSE OF THIS REQUEST FOR PROPOSALS

The Town of Silver City “Town” is accepting competitive sealed proposals for advertising, publicizing and promoting tourism leading to overnight lodging in the Town of Silver City. Funding is authorized through guidelines stated in Town Ordinance No. 961. It is our goal to assist those organizations who promote the Town of Silver City and its tourist attractions and events. Contracts will be granted to the successful proponents for services provided from July 1, 2017 through June 16, 2018. (dates would need to be revised) Due to the close of the end of our fiscal year, request for reimbursement will not be considered after June 16, 2018 after 5:00 pm.

The Town provides funding to organizations that meet the minimum requirements for the purpose of marketing the Town of Silver City as a visitor destination. The Town encourages advertising efforts that maximize local and statewide benefit as well as year-round economic benefit. The awarded entity is subject to interim evaluations and review during the agreement period.

B. SPECIFICATIONS

1. Detailed Scope of Work:

Organization must promote the Town of Silver City in its effort to establish tourism leading to overnight stays at motels, hotels and other lodging facilities in Silver City, New Mexico.

The mission of the Town’s Lodger’s Tax visitor promotion program is to strengthen the Town’s economy by promoting the Town of Silver City as a preferred, year-round travel destination, with particular emphasis on increasing weekend visitation, while respecting the Town’s unique and diverse ecosystems, environments, lifestyles and cultures.

2. Minimum Requirements

The failure of an offeror to meet the following minimum requirements will result in disqualification of the proposal:

a. Completed Community Promotions Proposal Application (must use provided form) – Appendix A;

b. Be able to demonstrate sufficient knowledge of area;

c. Must attend one of two mandatory meetings; and

(It is believed that it would be fairer to interested entities to have two options for meeting)

d. Must be in good standing with Town.

3. Specifications

The failure of an offeror to meet specifications may result in disqualification of the proposal, or offeror receiving lesser amounts of funding.

a. Offeror should describe how their organization has assisted in their effort towards tourism leading to lodging.

b. Offeror should submit copies of ads (please do not submit entire publication ad), brochures and other promotional items used to promote events in the Silver City area or the Town of Silver City tourism in general leading to lodging. — Rewrite—Recommendation: Offeror will need to submit proposed ads, brochures, and other promotional items to be used in advertising promotions utilizing lodger’s tax appropriation to designated Town of Silver City marketing
representative at least two weeks prior to advertising placement deadlines. These advertisements must meet certain qualification standards such as branding guidelines and funding guidelines. Offeror may submit previous year’s advertisements as part of their application.

c. All recipients of Lodger’s Tax will be required to participate with any community-wide marketing project initiated by the Town of Silver City. Rewrite-Recommendation: All recipients of Lodger’s Tax will be required to participate with any community-wide marketing project initiated by the Town of Silver City (e.g. participate/support event/attraction on-going research process). If internal event research is conducted by the organization, this research must not interfere with Town implemented research on event and event organizers need to support the research initiatives being implemented by the Town.

d. All recipients of Lodger’s Tax will be required to submit summary reports on the results of the measurement of the success of their event. Report for the period of July 1, 2017-September 30, 2017 is due on October 1, 2017. Report for the period of October 1, 2017 to March 31, 2018 is due on April 1, 2018. The final report for the period of April 1, 2018 to June 30, 2018 is due by June 30, 2018 or with the last reimbursement request. (change dates as needed and stipulate reports are to be presented to designated Town of Silver City marketing representative with all “bills” to be reimbursed signed by designated town marketing representative, then presented by lodger’s tax recipient to town clerk). The summary reports should be submitted on the company letterhead to include the following: detailed progress and development for the events; detailed information regarding how the monies have been utilized; and include any details of data collection.

e. Branding Guidelines: All recipients of Lodger’s Tax will be required to include a Town of Silver City “Visit Silver City” rectangular logo and/or mention “Funded in part by Silver City Lodger’s Tax” on all collateral and promotional materials where applicable. It is understood that some mediums, such as some social media promotions, that including the logo may interfere with text to image ratios. Through the ad pre-approval process, this will be evaluated. Additional recommendations may be provided by Town of Silver City’s marketing representative in regard to message, medium/placement, and overlook of creative. It is also noted as additional branding guidelines may be developed during the course of a year, the particular logo may be revised and be required to be used under the direction of the Town’s marketing representative.

C. PROCUREMENT MANAGER

The Town of Silver City has designated a Procurement Manager who is responsible for the conduct of this procurement whose name, address, and telephone number are listed below.

Erika Martinez, Purchasing Agent
Town of Silver City
P.O. Box 1188
Silver City, NM 88062
(575) 534-6352 (phone)
(575) 534-6377 (fax)
E-mail: purchasing@silvercitynm.gov

All deliveries via express carrier should be addressed as follows:

Erika Martinez, Purchasing Agent
Town of Silver City
101 W. Broadway
Any inquiries or requests regarding this procurement should be submitted to the Procurement Manager in writing. Only those questions or inquiries answered in writing by the Procurement Manager will be considered to be legal and binding.

D. **DEFINITION OF TERMINOLOGY**

This paragraph contains definitions that are used throughout this procurement document, including appropriate abbreviations.

"Agency" means the Town of Silver City or Town.

"Contract" means an agreement for the procurement of items of tangible personal property or services.

"Contractor" means successful offeror.

"Determination" means the written documentation of a decision of a Procurement Manager including findings of fact required to support a decision. A determination becomes part of the procurement file to which it pertains.

"Desirable" means that the terms "may", "can", "should", "preferably", or "prefers" identify a desirable or discretionary item or factor.

“DMO” means Destination Marketing Organization who represents a professional marketing authority overseeing various marketing initiatives for the region.

"Evaluation Committee" means a body appointed by the Town of Silver City to perform the evaluation of offeror proposals.

"Evaluation Committee Report" means a report prepared by the Procurement Manager and the Evaluation Committee for submission to the Governing Body of The Town of Silver City for contract award that contains all written determinations resulting from the conduct of a procurement requiring the evaluation of competitive sealed proposals.

"Finalist" means an offeror who meets all the mandatory specifications of the Request for Proposal and whose score on evaluation factors is sufficiently high to qualify that offeror for further consideration by the Evaluation Committee.

"Mandatory" means that the terms "must", "shall", "will", "is required", or "are required", identify a mandatory item or factor. Failure to meet a mandatory item or factor will result in the rejection of the offeror's proposal.

"Offeror" means any person, corporation, or partnership who chooses to submit a proposal.

“Procurement Manager” means the person or designee authorized by the Town of Silver City to manage or administer a procurement requiring the evaluation of competitive sealed proposals.

"Request for Proposals" or "RFP" means all documents, including those attached or incorporated by reference, used for soliciting proposals.

"Responsible Offeror" means an offeror who submits a responsive proposal and who has furnished,
when required, information and data to prove that their financial resources, production or service facilities, personnel, service reputation and experience are adequate to make satisfactory delivery of the services or items of tangible personal property described in the proposal.

"Responsive Offer" or "Responsive Proposal" means an offer or proposal which conforms in all material respects to the requirements set forth in the request for proposals. Material respects of a request for proposals include, but are not limited to, price, quality, quantity or delivery requirements.

"Multiple Source Award" means an award of an indefinite quantity contract for one or more similar services or items of tangible personal property to more than one offeror.

"Price Agreement" means a definite quantity contract or indefinite quantity contract which requires the contractor to furnish items of tangible personal property or services to Town of Silver City, who issues a purchase order, if the purchase order is within the quantity limitations of the contract, if any.

"Purchase Order" means the document which directs a contractor to deliver items of tangible personal property or services pursuant to an existing contract.

“Room Night” means a paid night of lodging in an establishment that pays Lodger’s Tax. This may be a hotel or RV park. It would not include an establishment that does not pay Lodger’s Tax.

“Tourist” means a person who travels for the purpose of business, pleasure, or culture to a municipality or county imposing an occupancy tax (defined by the State of New Mexico Lodger’s Tax Ordinance).

“Demographic” means age, income, hometown of a tourist.

“Match” means monetary or in-kind.

“Shoulder Season” means November through February.

E. **REQUIREMENTS**

1. **Letter of Transmittal**

   Organizations submitting a proposal are required to submit a Letter of Transmittal. Any proposal deficient of this Letter shall be deemed non-responsive and no further consideration shall be given.

   The following is a list of topics that will be addressed in a Letter of Transmittal by the offeror:

   a. Identify the organization or individual submitting the proposal;
   b. Identify the name and title of the person authorized to contractually obligate the organization;
   c. Identify the names, titles and telephone numbers of persons to be contacted for clarification of proposal;
   d. Identify the name and title of representative that who attended the mandatory meeting;
   e. Must be signed by the person authorized to contractually obligate organization.
   f. Must acknowledge receipt of any and all amendments to RFP;
   g. Provide Federal Tax Identification Number or Social Security Number; and
   h. Indicate the amount of funds that are being requested.

2. **Mission Statement of the Organization**
3. Completed Lodger’s Tax Proposal Application (must use provided forms)- Appendix A

F. PROPOSAL EVALUATION CRITERIA:

1. **Lodger’s Tax Impact**
   Created a need for an overnight stay and therefore generated Lodger’s Tax

2. **Size and demographic of the audience targeted**
   A demographic that would spend money in restaurants, stay in a rented room and visit our retailers is significant.

2. **Enriches the lives of the residents of Silver City**
   Providing a program or event not only for our tourists but for Silver City residents will have the most impact.

3. **Financials**
   Shows financial viability and responsibility of the organization; 
   Details of advertising budget—specifics of marketing plans/advertising anticipated expenses
   Indicates planning and support for the project/activity; and
   In-kind and sponsorship donations are very important and should be disclosed

4. **Detailed Marketing/Advertising Plan**
   The more detailed and better supported plan will have the most impact.

5. **Marketing/Advertising**
   Marketing/advertising promoting Silver City as well as your organization/event.

6. Have adhered to the Lodger’s Tax Advisory Board’s rules, guidelines and contracts. Failure to comply may deem proposal non-responsive.

G. PROPOSAL REVIEW PROCESS BY ADVISORY BOARD

1. Individual assessment and scoring of all Request for Proposals (RFP)
2. Advisory Board discussion of each RFP
3. Advisory Board assessment and scoring of each RFP

H. PROPOSAL REVIEW PROCESS BY TOWN COUNCIL

1. Town Council discussion of each RFP
2. Town Council discussion of assessment and scoring provided by the Advisory Board

II. CONDITIONS GOVERNING THE PROCUREMENT

This section of the RFP contains the schedule for the procurement, describes the major procurement events, and the conditions governing the procurement.
A. **SEQUENCE OF EVENTS**

The Procurement Manager will make every effort to adhere the following schedule: *(Dates need to be revised)*

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Issue of RFP</td>
<td>Procurement Manager</td>
<td>05/02/2017</td>
</tr>
<tr>
<td>2. Distribution List Response</td>
<td>Potential Offerors</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Deadline to Submit Additional Questions</td>
<td>Potential Offerors</td>
<td>05/12/2017</td>
</tr>
<tr>
<td>4. Mandatory Meeting</td>
<td>Potential Offerors</td>
<td>05/22/2017</td>
</tr>
<tr>
<td>5. Submission of Proposal</td>
<td>Offeror</td>
<td>06/05/2017</td>
</tr>
<tr>
<td>6. Proposal Evaluation, Selection of</td>
<td>Evaluation Committee</td>
<td>06/05/2017</td>
</tr>
<tr>
<td>Finalist, Best/Final Offers, Presentations</td>
<td></td>
<td>thru</td>
</tr>
<tr>
<td>and Negotiations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Contract Award</td>
<td>Town Council</td>
<td>TBD</td>
</tr>
<tr>
<td>8. Protest Deadline</td>
<td>Offeror</td>
<td>TBD</td>
</tr>
</tbody>
</table>

B. **EXPLANATION OF EVENTS**

The following paragraphs describe the activities listed in the sequence of events shown in Section II, Paragraph A.

1. **Issue of RFP** *(Dates need to be revised)*
   The Town of Silver City, Finance Department on **May 2, 2017**, is issuing this RFP.

2. **Distribution List Response**
   Not Applicable for this RFP

3. **Deadline to Submit Additional Questions**
   All questions must be received no later than May 31, 2017 @11:00 a.m. Questions received after this deadline **WILL NOT** be answered.

4. **Mandatory Meeting** *(Provide two options of this date/time)*
   The Town is requiring that anyone who wishes to submit a proposal must attend a mandatory meeting on **May 22, 2017 @ 2:00 pm** at the City Annex Building located at 1203 N. Hudson, 2nd Floor Conference Room. A representative from your committee must be present.

5. **Submission of Proposal** *(revise dates as needed)*
   All proposals must be received for review and evaluation by the Procurement Manager no later than **June 5, 2017 by 11:00 am**. Proposals received after this deadline **WILL NOT** be accepted. The date and time will be recorded on each proposal. Proposals must be addressed and delivered to the Procurement Manager at the address listed. Proposals must be labeled on the outside of the package to clearly indicate that they are in response to **RFP 16/17-2P COMMUNITY PROMOTIONS; Lodger’s Tax Promotions**. Proposals submitted by facsimile will not be accepted.

A public log will be kept of the names of all organizations that submitted proposals. Pursuant to Section 13-1-116 NMSA 1978, the contents of any proposal shall not be disclosed to competing offerors during the evaluation and negotiation process.

6. **Proposal Evaluation by the Advisory Board** *(revise dates as needed)*
The evaluation of proposals, negotiations, and recommendation to Town Council will be performed by the Lodger’s Tax Advisory Board of the Town of Silver City. This process will take place between June 5, 2017 and June 15, 2017. During this time, the Purchasing Agent or the Lodger’s Tax Advisory Committee chairman may initiate discussions with offerors who submit responsive or potentially responsive proposals for the purpose of clarifying aspects of the proposals, but proposals may be accepted and evaluated without such discussion. **Discussions SHALL NOT be initiated by the offerors.**

7. **Proposal Evaluation by Town Council (revise dates as needed)**
The evaluation of proposals and assessment of recommendations from the Advisory Board will be performed by the Town Council. This process will take place between June 15, 2017 and July 9, 2017. Negotiations will take place on July 10, 2017 @ 6:00 p.m., at the Grant County Administration Center, 1400 Highway 180 East, Silver City, NM 88061. This date is subject to change at the discretion of the Town Council or Town Manager.

8. **Contract Award**
The Lodger’s Tax Evaluation Committee will prepare a recommendation for award. The Governing Body of the Town of Silver City will consider the recommendation at a public meeting **To Be Determined** at the Grant County Administration Center, 1400 Highway 180 East, Silver City, NM 88061. This date is subject to change at the discretion of the Town Council or Town Manager.
A representative from your company must be present for proposal clarification.

The contract awards shall be made to the offeror or offerors whose proposal(s) are most advantageous, taking into consideration the evaluation factors set forth in the RFP. The most advantageous proposal(s) may or may not have received the most points.

9. **Protest Deadline**
Any protest by an offeror must be in conformance with protest procedures set out in the Town Procurement Procedures. The fifteen (15) day protest period shall begin on the day following notice of the contract award and will end as of close of business on **To Be Determined**. Protests must be written and must include the name and address of the protestor and the request for proposals number. It must also contain a statement of grounds for protest including appropriate supporting exhibits, and it must specify the ruling requested from the Town Procurement Manager. The protest must be addressed and delivered as follows:

Erika Martinez, Purchasing Agent  
Town of Silver City  
P.O. Box 1188  
Silver City, NM 88062

Protests received after the deadline will not be accepted.

10. **Professional DMO Consultation**
A representative from the Offeror’s organization must meet with the official marketing representative of the Town to cover best practices and requirements. During this session, marketing objectives utilizing Lodger’s Tax funds will be discussed and guidance provided.
C. GENERAL REQUIREMENTS

This procurement will be conducted in accordance with the Procurement Procedures of the Town of Silver City and the ordinances of the Town of Silver City.

1. **Acceptance of Conditions Governing the Procurement**
   Offerors must indicate their acceptance of the “conditions governing the procurement” section in the letter of transmittal. Submission of a proposal constitutes acceptance of the “evaluation factors” contained of this RFP.

2. **Incurring Cost**
   Any cost incurred by the offeror in preparation, transmittal, presentation of any proposal or material submitted in response to this RFP shall be borne solely by the offeror.

3. **Prime Contractor Responsibility**
   Any contract that may result from this RFP shall specify that the prime contractor is solely responsible for fulfillment of the contract with the Agency. The Agency will make contract payments to only the prime contractor.

4. **Amended Proposals**
   An offeror may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. The Town of Silver City personnel will not merge, collate, or assemble proposal materials.

5. **Offerors' Rights to Withdraw Proposal**
   Offerors will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The offeror must submit a written withdrawal request signed by the offeror's duly authorized representative addressed to the Procurement Manager.

   The approval or denial of withdrawal requests received after the deadline for receipt of the proposals is governed by the applicable procurement regulations.

6. **Proposal Offer Firm**
   Responses to this RFP, including proposal prices, will be considered firm for ninety (90) days after the due date for receipt of proposals or sixty (60) days after receipt of a best and final offer if one is submitted.

7. **Disclosure of Proposal Contents**
   The proposals will be kept confidential until a contract is awarded by the Governing Body of the Town of Silver City at a public meeting. At that time, all proposals and documents pertaining to the proposals will be open to the public, except for the material which is proprietary or confidential. The Procurement Manager will not disclose or make public any pages of a proposal on which the offeror has stamped or imprinted "proprietary" or "confidential" subject to the following requirements.

   Proprietary or confidential data shall be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal. Confidential data is normally restricted to confidential financial information concerning the offeror's organization and data that qualifies as a trade secret in accordance with the Uniform Trade Secrets Act, 57-
3A-1 to 57-3A-7 NMSA 1978. The price of products offered or the cost of services proposed shall not be designated as proprietary or confidential information.

If a request is received for disclosure of data for which an offeror has made a written request for confidentiality, the Town Procurement Manager shall examine the offeror's request and make a written determination that specifies which portions of the proposal should be disclosed. Unless the offeror takes legal action to prevent the disclosure, the proposal will be so disclosed. The proposal shall be open to public inspection subject to any continuing prohibition on the disclosure of confidential data.

8. **No Obligation**
This procurement in no manner obligates the Town of Silver City or any of its agencies to the eventual rental, lease, purchase, etc., of any equipment, software, or services offered until a valid written contract is fully executed and approved by the Town of Silver City and other appropriate authorities.

9. **Termination**
This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when the Agency determines such action to be in the best interest of the Town of Silver City.

10. **Sufficient Appropriation**
Any contract awarded as a result of this RFP process may be terminated if sufficient appropriations or authorizations do not exist. Such termination will be effected by sending written notice to the contractor. The Town’s decision as to whether sufficient appropriations and authorizations are available will be accepted by the contractor as final.

11. **Legal Review**
The Town requires that all offerors agree to be bound by the General Requirements contained in this RFP. Any offeror concerns must be promptly brought to the attention of the Procurement Manager.

12. **Basis for Proposal**
Only information supplied by the Town’s Procurement Manager in writing should be used as the basis for the preparation of offeror’s proposals.

13. **Contract Terms and Conditions**
The contract between the Agency and a contractor will follow the format specified by the Agency and contain the terms and conditions set forth in the DRAFT SERVICE AGREEMENT. However, the Agency reserves the right to negotiate with a successful offeror provisions in addition to those contained in this RFP. The contents of this RFP, as revised and/or supplemented, and the successful offeror's proposal will be incorporated into the contract. Should an offeror object to any of the Town’s terms and conditions, as contained in this Section, that offeror must propose specific alternative language that would be acceptable to the Town. General references to the offeror's terms and conditions or attempts at complete substitutions are not acceptable to the Agency and will result in disqualification of the offeror's proposal.

Offerors must provide a brief discussion of the purpose and impact, if any, of each proposed change followed by the specific proposed alternate wording.
14. **Offeror's Terms and Conditions**
   Offerors must submit with the proposal a complete set of any additional terms and conditions which they expect to have included in a contract negotiated with the Town of Silver City.

15. **Contract Deviations**
   Any additional terms and conditions, which may be the subject of negotiation, will be discussed only between the Town and the selected offeror and shall not be deemed an opportunity to amend the offeror's proposal.

16. **Offeror Qualifications**
   The Procurement Manager may make such investigations as necessary to determine the ability of the offeror to adhere to the requirements specified within this RFP. The Purchasing Agent will reject the proposal of any offeror who is not a responsible offeror or fails to submit a responsive offer.

17. **Right to Waive Minor Irregularities**
   The Town reserves the right to waive minor irregularities. The Town also reserves the right to waive mandatory requirements provided that all of the otherwise responsive proposals failed to meet the same mandatory requirements and the failure to do so does not otherwise materially affect the procurement. This right is at the sole discretion of the Town.

18. **Change in Contractor Representatives**
   The Town reserves the right to request/require a change in contractor representatives if the assigned representatives are not, in the opinion of the Town, meeting its needs adequately.

19. **Notice**
   Notice - The Procurement Code, Sections 13-1-28 through 13-1-199 NMSA 1978, imposes civil and misdemeanor criminal penalties for its violation. In addition, the New Mexico Criminal Statutes impose felony penalties for bribes, gratuities and kick-backs.

20. **Agency Rights**
   The Agency reserves the right to accept all or a portion of an offeror's proposal.

21. **Right to Publish**
   Throughout the duration of this procurement process and contract term, potential offerors and contractors must secure from the Town written approval prior to the release of any information that pertains to the potential work or activities covered by this procurement or the subsequent contract. Failure to adhere to this requirement may result in disqualification of the offeror's proposal or termination of the contract.

22. **Project Reporting**
   The contractor will prepare a quarterly written status report for submittal to the Town Clerk. Written status reports will include as a minimum a discussion of claims progressed, problems encountered and recommended solutions, identification of policy or management questions, and requested project plan adjustments.

23. **Ownership of Documents**
   All materials, work papers, meeting notes, design documents, or other documents produced by the contractor shall be the property of the Town of Silver City. The original and one copy of all such documents shall be indexed and placed in appropriately labeled binders and delivered to the
Town Executive Administrative Assistant at the conclusion or termination of the contract.

24. **Ownership of Proposals**
All documents submitted in response to this Request for Proposals shall become the property of the Town of Silver City.

25. **Approval of Expenses**
The contractor whose award is $25,000 or more, must obtain prior approval from the Town Manager for advertisements, advertisement placement, and expenses related to graphic design, print advertising, and radio advertising. Rewrite: A contractors who is awarded lodger’s tax appropriations, must obtain prior approval from the Town of Silver City’s marketing representative at least two weeks prior to advertising placement deadlines for advertisements, advertisement placements, and expenses related to advertising expenses being sought for reimbursement. If the type of advertising is more complicated than a two-week turn-around time, if revisions, are needed, organizations are encouraged to submit their advertising for approval as early as possible.

26. **Data Collection**
The contractor must collect data for each event. The contractor must work in conjunction with and must comply with research protocol and use of research collection methods developed by the designated Tourism Coordinator and/or DMO.

**III. RESPONSE FORMAT AND ORGANIZATION**

A. **NUMBER OF RESPONSES**
Offerors may submit only one (1) proposal. The Lodger’s Tax Advisory Board will not collate, merge, or otherwise manipulate the offeror's proposals.

B. **NUMBER OF COPIES**
Offerors shall provide eleven (11) identical copies of their proposal. All copies shall be sealed in an envelope or box. Outside of envelope or box shall clearly indicate:

```
RFP 16/17-2P
Community Promotions
Lodger's Tax Promotions
```

C. **PROPOSAL FORMAT**
All proposals must be typewritten on standard 8 ½ x 11 paper (larger paper is permissible for charts, spreadsheets, etc.) and placed within a brad folder or spiral bound with tabs delineating each section, we highly recommend NOT using large binders unless absolutely necessary. **Funding Guidelines:** Examples of Allowable and Non-Allowable expenses are provided. (See Exhibit 1)

**Proposal Organization**
The proposal must be organized and indexed in the following format and must contain, as a minimum, all listed items in the sequence indicated. A checklist for proposal organization is provided. (See Exhibit 2)

a) Letter of Transmittal;
b) Mission Statement of the organization;
c) Lodger’s Tax Proposal Application;
Proposals must use the attached form “Application for Lodger’s Tax” (see Appendix A). Microsoft Word versions may be obtained by electronic mail from purchasing@silvercitynm.gov.

d) Campaign Contribution Form (see Appendix B)
A Campaign Contribution Form is attached as Appendix B. Offeror must submit this form in accordance with Chapter 81 of the laws of 2006 of the State of New Mexico. Microsoft Word versions may be obtained by electronic mail from purchasing@silvercitynm.gov.

e) Budget Worksheet (see Appendix C); (As pertaining to marketing expenditures)
A Budget Worksheet is attached as Appendix C. Offeror must submit this form. An Excel version may be obtained by electronic mail from purchasing@silvercitynm.gov; and

f) Other Supporting Material
Offerors may attach other materials which they feel may improve the quality of their responses.

Within each section of their proposal offeror should address the items in the order in which they appear in this RFP. All forms provided in the RFP must be thoroughly completed and included in the appropriate section of the proposal.

Any proposal that does not adhere to these requirements may be deemed non-responsive and rejected on that basis.

The proposal summary may be included by offerors to provide the Lodger’s Tax Advisory Board with an overview of the technical and business features of the proposal; however, this material will not be used in the evaluation process unless specifically referenced from other portions of the offeror's proposal.

F. OTHER SUPPORTING MATERIAL
Offerors may attach other materials which they feel may improve the quality of their responses.
APPENDIX A (of Long Form)

TOWN OF SILVER CITY
COMMUNITY PROMOTIONS
LODGER’S TAX PROPOSAL APPLICATION

Organization Name: ________________________________

Address: _________________________________________

Requester: _______________________________________

Organization Contact/Title: _________________________

Phone: ___________________________ Email: __________

Title of Event: __________________________ Date(s) of Event: __________

Total cost of Event: ________________ Amt. Requested: __________

Amount of Matching Funds: ___________ Remove this part. Not applicable.

Source of Matching Funds: ________________________________

____________________________________________________

____________________________________________________

Federal Tax ID/Social Security Number: ________________________________

(Please include a completed and signed W-9)

Signature of Authorized Official: __________________________ Date: __________

Town of Silver City
Community Promotions
Lodger’s Tax Proposal Application

1. Brief Project Narrative

The narrative (500 words or less) should describe the Activity/Project and should include the following information where applicable as well as other information that you determine to be relevant and helpful in evaluating your proposal.

How does the proposal meet the Town of Silver City Lodger’s Tax objective:

1. Attract visitors from out of the local area and/or encourage those who come here to extend their stay? and/or

2. Encourage participants to spend their recreational and vacation dollars in Silver City?
1. Identify your marketing partners and briefly describe the role of each partner.
2. How long has this event been in existence?
3. Is this planned to be an annual event or activity?
4. Will your event bring in outside vendors? If so, identify vendors.
5. How will it enrich the lives of residents of Silver City?
6. Does your event occur during the Shoulder Season (November – February)? Because the date is given above, it can easily be determined where the event falls during the calendar year.

2. Marketing Plan

Describe your marketing goals and target markets.

Briefly describe your marketing plan goals. Provide a marketing budget associated with achieving those goals.

Briefly describe your target markets including demographic and geographic information.

Explain how the proposed project supports these goals as well as promotes Silver City.

Describe your organizations desired measurements and results and how your organizations will measure results. (The Town of City Lodger’s Tax Advisory Board may request to have access to your records for promotion use).

For example: Advertising = Inquiries
Web Page =Hits/Inquiries
Trade Show = Contacts/Leads
Collateral (Brochures, Videos, etc.) = Quantity/Distribution

3. Financials

List for the current fiscal year, the organization’s major revenue sources and amounts as well as its major expenditures and amounts. This is requested to indicate the financial viability of the organization. (Recommendation: remove or lessen the detail of this. This RFP should be focused on marketing and not necessarily the overall event/organization’s financial plans, some of which would be considered “proprietary knowledge.” Requesting financial information regarding past and anticipated “proposed” expenditures on marketing initiatives for an event or “season” is all that should be required.)

In addition, give a detailed budget specific to the Activity/Project with expenditures and anticipated revenues. One may include anticipated Lodger’s Tax monies.

4. Previous Lodger’s Tax Funding

(To simplify the process for the applicant, this section may be considered to be removed or to become “optional.” Though important knowing what has been done and how effective it may have been, it is most important to consider future plans for evaluation and on record from previous year’s submission for reimbursement, this already be available.)
If your organizations received Lodger’s Tax monies in the past:

- Give details on how the monies were spent as well as sources and amounts of other funds;
- Describe your target markets;
- List your objectives, whether achieved and how this was measured; and
- Provide examples of your advertising, identifying where and when they appeared.
  (Do not include entire publication).

5. Completed W-9
Pursuant to the Procurement Code, Sections 13-1-28, et seq., NMSA 1978 and NMSA 1978, § 13-1-191.1 (2006), as amended by Laws of 2007, Chapter 234, any prospective contractor seeking to enter into a contract with any state agency or local public body for professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars ($250) over the two year period.

Furthermore, the state agency or local public body may cancel a solicitation or proposed award for a proposed contract pursuant to Section 13-1-181 NMSA 1978 or a contract that is executed may be ratified or terminated pursuant to Section 13-1-182 NMSA 1978 of the Procurement Code if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official’s employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

The state agency or local public body that procures the services or items of tangible personal property shall indicate on the form the name or names of every applicable public official, if any, for which disclosure is required by a prospective contractor.

**THIS FORM MUST BE INCLUDED IN THE REQUEST FOR PROPOSALS AND MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.**

The following definitions apply:

**“Applicable public official”** means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

**“Campaign Contribution”** means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official’s behalf for the purpose of electing the official to statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

**“Family member”** means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law of (a) a prospective contractor, if the prospective contractor is a natural person; or (b) an owner of a prospective contractor.

**“Pendency of the procurement process”** means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

**“Prospective contractor”** means a person or business that is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person or business qualifies for a sole source or a small purchase contract.
“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

Name(s) of Applicable Public Official(s) if any: ________________________________
(Completed by State Agency or Local Public Body)

DISCLOSURE OF CONTRIBUTIONS BY PROSPECTIVE CONTRACTOR:

Contribution Made By: __________________________________________________________

Relation to Prospective Contractor: ____________________________________________

Date Contribution(s) Made: ____________________________________________________

Amount(s) of Contribution(s): _________________________________________________

Nature of Contribution(s) _____________________________________________________

Purpose of Contribution(s) ____________________________________________________

(Attach extra pages if necessary)

Signature ____________________________ Date ________________

Title (position) _______________________

--OR--

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS ($250) WERE MADE to an applicable public official by me, a family member or representative.

Signature ____________________________ Date ________________

Title (Position) _______________________
EXHIBIT 1

FUNDING GUIDELINES: ALLOWABLE AND NON-ALLOWABLE EXPENSES

Allowable Expenses

Security (non-Police)
Travel Expenses (travel to promote your event)
Port-a-Potties
Radio Advertising
Print Advertising
Graphic Design Costs

SECTION REWRITE:
All advertising initiatives and creative need to be pre-approved prior to ad placement/development by Town of Silver City appointed marketing representative. These categories of expenditures may be covered by Lodger’s Tax appropriations:
Security
Port-a-Potties
Traditional Advertising: Mediums must serve at least part of their audience that is more than 50 miles away from Silver City.
• Newspaper
• Magazine
• Television
• Radio
• Direct Mail
• OOH (out-of-home) Signage—billboard, transit cards (advertisements on vehicles)
Digital/Internet Advertising:
• Website
• Digital ads—Google / Search Engine Marketing [SEM], social media channel advertising [Facebook, Instagram, other social media platform advertising], and other similar online delivery of advertising messages
• Email marketing
Graphic Design / Creative Development costs: This can include the cost to develop the advertising message whether it be in print or digital form, including video creation utilized in advertising campaigns
*Public Relations: Marketing functions that entail evaluating public attributes, identifies areas within the organization the public may be interested in, and executes a program of action to earn public understanding and acceptance of an event to grow its success of greater number of visitors. (specific additional approval required) see additional comments on this topic in next section
*Ad Agency Fees: As part of a valid advertising expense associated with the implementation of a marketing plan (such as placement costs, creative development costs, and implementation costs), this is an allowable cost. A recommendation could include requiring specific approval of ad agency, whereby a process is considering to approving the agency. (specific additional approval required)

Non-Allowable Expenses
Police Security  Not sure why this is not allowed. From Section Sec. 44-126. - Eligible uses of proceeds, Part (5), states: “Providing police and fire protection and sanitation services for tourist-related events, facilities and attractions located in the municipality”

Salaries
Contractors/Labor Fees
Accountants
PR Firms

This should be removed. Advertising agencies and PR Firms are a potentially very needed component of successful marketing initiatives. The term “PR,” meaning Public Relations has several market accepted definitions that are not always clear. There are some events that their marketing activities could be defined as Public Relations centric, adding to the event’s overall effectiveness of marketing initiatives. If this is an issue, then ask for prior approval for the unique situation. This still is believe to “fit” within the confines of the definition of the uses of lodger’s tax which is for the purpose of ‘advertising, publicizing and promoting tourist attractions and facilities in the municipality and surrounding areas.’

Additional considerations of why “PR Firms” should not be ‘ruled out,’ when considering appropriate use of lodger’s tax funds. In marketing terms, the marketing mix entails product, place (distribution), promotion, and price. Promotion specifically entails the following areas of the promotional mix: Advertising, Public Relations, Sales Promotions, and Personal Selling

Scholarships

*Prior approval will be required if you have an expense that is not listed or is a unique expense.
LODGER'S TAX

• Sec. 44-110. - Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Board means the advisory board established in this article to:

(1) Make recommendations to the governing body;
(2) Keep minutes of its proceedings; and
(3) Submit its recommendations, correspondence and other pertinent documentation to the governing body.

Gross taxable rent means the total amount of rent paid for lodging, not including the state gross receipts tax or local sales taxes.

Lodging means the transaction of furnishing rooms or other accommodations by a vendor to a vendee who for rent uses, possesses or has the right to use or possess the rooms or other units of accommodations in or at a taxable premise. The term "lodging" means the room or other accommodation furnished by a vendor to a vendee by a taxable service of lodgings.

Occupancy tax means the tax on lodging authorized by the Lodgers' Tax Act.

Persons means a corporation, firm or other body corporate, partnership, association or individual. The term "person" includes an executor, administrator, trustee, receiver or other designated representative appointed according to law and acting in a representative capacity, but does not include the United States of America, the state, any corporation, department, instrumentality or agency of the federal government or the state government, or any political subdivision of the state.

Rent means the consideration received by a vendor in money, credits, property or other consideration valued in money for lodgings subject to an occupancy tax authorized in the Lodgers' Tax Act.

Taxable premises means a hotel, apartment, apartment hotel, apartment house, lodge, lodging house, rooming house, motor hotel, guesthouse, guest ranch, ranch resort, guest resort, mobile home, motor court, auto court, auto camp, trailer court, trailer camp, trailer park, tourist camp, cabin or other premises for lodging.

Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax.

Tourist related events means events that are planned for, promoted to and attended by tourists.

Tourist-related facilities and attractions means facilities and attractions that are intended to be used by or visited by tourists.

Tourist-related transportation system means transportation systems that provide transportation for tourists to and from tourist-related facilities, attractions and events.

Town clerk means the clerk of the Town of Silver City, New Mexico.

Vendee means a natural person to whom lodgings are furnished in the exercise of the taxable service of lodging.

Vendor means a person or agent furnishing lodgings in the exercise of the taxable services of lodging.
Lodger's Tax Promotions Application Suggested Possible Revision (Long Form)

(State Law reference— Similar provisions, NMSA 1978, § 3-38-14.

- **Sec. 44-111. - Title.**
  This article shall be known as and cited as the "Lodger's Tax Ordinance."

- **Sec. 44-112. - Purpose.**
  The purpose of this article is to impose a tax which will be borne by persons using commercial lodging accommodations which tax will provide revenues for the purpose of advertising, publicizing and promoting tourist-related attractions, facilities and events, and acquiring, establishing and operating tourist-related facilities, attractions or transportation systems, as authorized in section 44-126.

- **Sec. 44-113. - Imposed.**
  There is hereby imposed an occupancy tax of five percent of gross taxable rent for lodging within the municipality paid to vendors.


- **Sec. 44-114. - License. Modified**
  (a) **Required.** No vendor shall engage in the business of providing lodging in the town who has first not obtained a license as provided in this section.
  (b) **Application; contents.** Applicants for a vendor's license shall submit an application to the town clerk stating:
    (1) The name of the vendor, including the identification of any person, as defined in this article, who owns or operates, or both owns and operates a place of lodging and the name or trade names under which the vendor proposes to do business and the mailing address thereof;
    (2) A description of the facilities, including the number of rooms and the usual schedule of rates thereof;
    (3) A description of other facilities provided by vendor or others, and a statement identifying the license issued, to whom issued, the authority issuing and the period for which issued. If applicable, also the identification number provided by the state taxation and revenue department;
    (4) The nature of the business of the vendor and to what extent, if any, his business is exempt from the lodger's tax; and
    (5) Other information reasonably necessary to effect a determination of eligibility for such license.
  (c) **Review.** The town clerk shall review applications for license within ten days of receipt thereof, and grant the license in due course if the applicant is doing business subject to the lodger's tax.
  (d) **Appeals.** An applicant who is dissatisfied with the decision of the town clerk may appeal the decision to the governing body by written notice to the town clerk of such appeal to be made within 15 days of the date of the town clerk's decision on the application. The matter shall be referred to the governing body for a hearing at a regular or special meeting in the usual course of business. The decision of the governing body made thereof shall be expressed in writing and be communicated in the same manner as the decision of the town clerk is transmitted. The action of the governing body shall be deemed final.
  (e) **Issuance of appropriate license or other notice.** If the governing body finds for the applicant, the town clerk shall issue the appropriate license or other notice conforming to the decision made by the governing body.

- **Sec. 44-115. - Exemptions to article.**
  The occupancy tax shall not apply:
  (1) If a vendee:
    a. Has been a permanent resident of the taxable premises for a period of at least 30 consecutive days; or
    b. Enters into or has entered into a written agreement for lodgings at the taxable premises for a period of at least 30 consecutive days;
  (2) If the rent paid by the vendee is less than $2.00 a day;
  (3) To lodging accommodations at institutions of the federal government, the state or any political subdivision thereof;
  (4) To lodging accommodations at religious, charitable, educational or philanthropic institutions including, without limitation, such accommodations at summer camps operated by such institutions;
  (5) To clinics, hospitals or other medical facilities;
  (6) To privately owned and operated convalescent homes, or homes for the aged, infirm, indigent or chronically ill; or
  (7) If the vendor does not offer at least three rooms within or attached to a taxable premise for lodging or at least three other premises for lodging or a combination of these within the taxing jurisdiction.

(Code 1979, § 27-106; Code 2005, § 110.085; Ord. No. 961, § 6, 8-12-1996)

State Law reference— Similar provisions, NMSA 1978, § 3-38-16.

- **Sec. 44-116. - Collection and reporting procedure.**
  (a) Every vendor providing lodgings shall collect the tax thereon on the municipality's behalf and shall act as a trustee thereof.
  (b) The tax shall be collected from vendees and shall be charged separately from the rent fixed by the vendor for the lodgings.
  (c) Each vendor licensed under this article shall be liable to the town for the tax provided in the article on the rent paid for lodging at his respective place of business.
  (d) Each vendor shall make a report by the 25th day of each month, on forms provided by the town clerk, of the receipts for lodging in the preceding calendar month, and shall submit the proceeds of the lodger's tax to the municipality and include sufficient information to enable the municipality to audit the reports and shall be verified on oath by the vendor.

(Code 1979, § 27-107; Code 2005, § 110.086; Ord. No. 961, § 7, 8-12-1996)


- **Sec. 44-117. - Duty of vendor to maintain records.**
  The vendor shall maintain adequate records of facilities subject to the tax and of proceeds received for the use thereof. Such records shall be maintained in the town and shall be open to the municipality's inspection during reasonable hours and shall be retained for three years.


- **Sec. 44-118. - Enforcement.**
  (a) An action to enforce the Lodgers' Tax Act may be brought by:
    1) The attorney general or the district attorney in the county of jurisdiction; or
    2) A vendor who is collecting the proceeds of an occupancy tax in the county of jurisdiction.
(b) A district court may issue a writ of mandamus or order an injunction or other appropriate remedy to enforce the provisions of the Lodgers' Tax Act.

(c) The court shall award cost and reasonable attorneys' fees to the prevailing party in a court action to ensure the provisions of the Lodgers' Tax Act.

(Code 1979, § 27-109; Code 2005, § 110.088; Ord. No. 961, § 9, 8-12-1996)

State Law reference—Similar provisions, NMSA 1978, § 3-38-17.3.

- **Sec. 44-119. - Failure to make return; computation, civil penalty and notice; collection of delinquencies; occupation tax is a lien.**
  (a) Every vendor is liable for the payment of the proceeds of any occupancy tax that the vendor failed to remit to the municipality, whether due to his failure to collect the tax or otherwise. He shall be liable for the tax plus a civil penalty equal to the greater of ten percent of the amount not remitted, or $100.00. The town clerk shall give the delinquent vendor written notice of the delinquency, which notice shall be mailed to the vendor's local address.
  (b) If payments are not received within 15 days of the mailing of the notice, the municipality may bring an action in law or equity in the district court for the collection of any amounts due including, without limitation, penalties thereon, and interest on the unpaid principal at a rate not exceeding one percent a month. If the town attempts collection through an attorney or the town attorney for any purpose with regard to this article, the vendor shall be liable to the municipality for all costs, fees paid to the attorney or town attorney, and all other expenses incurred in connection therewith.
  (c) The occupancy tax imposed by a municipality constitutes a lien in favor of the municipality upon the personal and real property of the vendor providing lodgings. The lien may be enforced as provided in NMSA 1978, §§ 3-36-1—3-36-7. Priority of the lien shall be determined from the date of filing.
  (d) Under process or order of court, no person shall sell the property of a vendor without first ascertaining from the town finance director the amount of any occupancy tax due the municipality. Any occupancy tax due the municipality shall be paid from the proceeds of the sale before payment is made to the judgment creditor or any other person with a claim on the proceeds of the sale.

(Code 1979, § 27-110; Code 2005, § 110.089; Ord. No. 961, § 10, 8-12-1996)

- **Sec. 44-120. - Criminal penalty.**
  Any person who violates the provisions of this article for failure to pay the tax, remit proceeds thereof to the municipality, or properly account for any lodging and tax proceeds pertaining thereto for the violation of the confidentiality provisions of section 44-124 shall be guilty of a municipal offense and upon conviction shall be punished according to general penalty section 1-9.

(Code 1979, § 27-111; Code 2005, § 110.090; Ord. No. 961, § 11, 8-12-1996)


- **Sec. 44-121. - Refund and credit procedure.**
  If any person believes he has made payment of any lodgers' tax in excess of that for which he was liable, he may claim a refund thereof by directing to the town clerk, no later than 90 days from the date the payment was made, a written claim for the refund. Every claim for refund shall state the nature of the person's complaint and the affirmative relief requested. The town clerk shall allow the claim in whole or in part or may deny it. Refunds of tax and interest erroneously paid and amounting to $100.00 or more may be made only with approval of the governing body.

(Code 1979, § 27-112; Code 2005, § 110.091; Ord. No. 961, § 12, 8-12-1996)

- **Sec. 44-122. - Vendor audits.**
  (a) The municipality shall conduct random audits to verify full payment of occupancy tax receipts.
(b) The municipality shall determine each year the number of vendors within the municipality to audit.
(c) The audit may be performed by the town clerk or by any other designee of the governing body. A copy of
the audit shall be filed annually with the local government division of the department of finance and
administration.
(Code 1979, § 27-113; Code 2005, § 110.092; Ord. No. 961, § 13, 8-12-1996)


- **Sec. 44-123. - Reports.**
  (a) The finance director shall furnish to the advisory board that portion of any proposed budget, report or
audit filed or received by the governing body pursuant to either NMSA 1978, § 6-6-1 et seq. or the Audit Act
(NMSA 1978, § 12-6-1 et seq.) that relates to the expenditure of occupancy tax funds within ten days of the
filing or receipt of such proposed budget, report or audit by the governing body.
(b) The governing body shall report to the local government division of the department of finance and
administration on a quarterly basis any expenditure of occupancy tax funds pursuant to NMSA 1978, §§ 3-
38-15 and 3-38-21, and shall furnish a copy of this report to the advisory board when it is filed with the
division.
(Code 1979, § 27-114; Code 2005, § 110.093; Ord. No. 961, § 14, 8-12-1996)

- **Sec. 44-124. - Confidentiality of return and audit.**
  It is unlawful for any employee of the town to reveal to any individual other than another employee of the
town any information contained in the return or audit of any taxpayer, including vendors subject to the Lodgers' Tax Act (NMSA 1978, § 3-38-13 et seq.), except to a court of competent jurisdiction in response to an order thereof in an action relating to taxes to which the city is a party, and in which information sought is material to the inquiry; to the taxpayer himself or an authorized representative; and in such manner, for statistical purposes, the information revealed is not identified as applicable to any individual taxpayer.

- **Sec. 44-125. - Advisory board created; composition; disposition of proceeds.**
  (a) The governing body shall administer the lodgers' tax monies collected. The mayor shall appoint, with the
advice and consent of council, a five-member advisory board with the following qualifications:
  (1) Two members who are owners or operators of lodgings subject to occupancy tax within the
municipality;
  (2) Two members who are owners or operators of industries located within the municipality that
primarily provides services or products to tourists;
  (3) One member who is a resident of the municipality and represents the general public.
(b) The terms of the board shall be staggered. All current terms of office shall terminate on December 31,
2012. Thereafter, two members shall be appointed for two year terms, and the remaining three members shall
be appointed for three year terms. Thereafter, all appointments shall be for three year terms.
(c) The board shall advise the governing body on the expenditure of funds authorized under section 44-126
for advertising, publicizing and promoting tourist attractions and facilities in the municipality and
surrounding areas.

- **Sec. 44-126. - Eligible uses of proceeds.**
  The governing body may use the proceeds from the tax to defray the costs of:
  (1) Collecting and otherwise administering the tax, including the performance of audits required by the
Lodgers' Tax Act (NMSA 1978, § 3-38-13 et seq.) pursuant to guidelines issued by the department of
finance and administration;
(2) Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping, furnishing or acquiring real property or any interest in real property for the site or grounds for tourist-related facilities, attractions or transportation systems of the municipality, the county in which the municipality is located;

(3) The principal of and interest on any prior redemption premiums due in connection with any other charges pertaining to revenue bonds authorized by NMSA 1978, §§ 3-38-23, 3-38-24;

(4) Advertising, publicizing and promoting tourist-related attractions, facilities and events of the municipality or county and tourist facilities or attractions within the area;

(5) Providing police and fire protection and sanitation services for tourist-related events, facilities and attractions located in the municipality; or

(6) Any combination of the foregoing purposes or transactions stated in this section, but for no other municipal purposes.

(Code 1979, § 27-117; Code 2005, § 110.096; Ord. No. 961, § 17, 8-12-1996)

- Secs. 44-127—44-145. - Reserved.
Appendix D

Lodger’s Tax Promotions Application Suggested Possible Revision (Short Form)

TOWN OF SILVER CITY

COMMUNITY PROMOTIONS

LODGER’S TAX PROPOSAL APPLICATION

Non-Profit Organization Name:

Address: ____________________________________________________________

Requester: __________________________________________________________

Organization Contact/Title: ____________________________________________

Phone: ___________________________ Email: __________________________

Title of Event: ___________________________ Date(s) of Event: _____________

Event/Organization Website: ____________________________

Event/Organization Social Media Channels: ____________________________

Total cost of Event: _________ Total marketing budget: ___________________

Advertising Amount Requested (Maximum request $5000 per event. The event date [time frame] must be at least 30 days apart from another event by the same organization seeking funding for said event):

Federal Tax ID/Social Security Number: _________________________________

(Please include a completed and signed W-9 and non-profit certificate)

Signature of Authorized Official: _____________________________ Date: ____________
Town of Silver City

Community Promotions

Lodger’s Tax Proposal Application

Please present the following responses to each prompt by including headings.

I. Brief Project Narrative

- Provide a description of your event in 500 words or less. Consider including the following important point(s):
  
  How does the proposal meet the Town of Silver City Lodger’s Tax objective(s):
  
  - Attract visitors from out of the local area and/or encourage those who come here to extend their stay? and/or
  - Encourage participants to spend their recreational and vacation dollars in Silver City?

II. Overview

- Mission of event/organization
- Organization’s main activities
- Organizations main income sources
- Length of time organization or event has been in existence
- Is this planned to be an annual event or activity?
- Will your event bring in outside vendors? If so, identify vendors and anticipated numbers and demographics. (from more than 50 miles from Silver City)
- Will your event bring in outside participants? If so, identify participants and anticipated numbers and demographics (from more than 50 miles from Silver City)
- How will it enrich the lives of residents of Silver City?
- Marketing partners? (Do you have sponsors that help with marketing? Who are they and what are their roles?)
- Anticipated number of lodging room nights needed for this event and method of determining this figure

III. Marketing Plan

- Describe your marketing goals
- How do you plan to achieve these goals (describe your planned marketing initiatives in detail)
- Describe your target markets including demographic and geographic information
- Explain how the proposed project supports these goals as well as promotes Silver City
- Describe your organization's desired measurements and results and how your organization will measure results
• Provide a detailed advertising budget, which may include anticipated Lodger’s Tax monies (Refer to Appendix A for potentially allowable expenses.)

IV: Previous Lodger’s Tax Funding and Historical Information

• If your organization received Lodger’s Tax monies in the past, give details on how the monies were spent as well as sources and amounts of other funds utilized for advertising
• Describe your target markets
• List your objectives, whether achieved and how this was measured
• Provide examples of your previous advertising initiatives, identifying where and when they appeared and any metrics you may have concerning those metrics. (If you engaged in print publications, do not include entire publication, but the parts that pertain to your specific event marketing)
• History of attendance/room night use attributable to this event and methods used to determine verify this figure

V. Completed W-9

VI. Inclusion of non-profit organization certification
FUNDING GUIDELINES: ALLOWABLE AND NON-ALLOWABLE EXPENSES

Allowable Expenses

All advertising initiatives and creative need to be pre-approved prior to ad placement/development by Town of Silver City appointed marketing representative. *These categories of expenditures may be covered by Lodger’s Tax appropriations. Proper inclusion of Silver City branding is required where applicable:

- Security (non-police)
- Port-a-Potties
- Travel Expenses (travel to promote your event)
- Traditional Advertising: Mediums must serve at least part of their audience that is more than 50 miles away from Silver City.
  - Newspaper
  - Magazine
  - Television
  - Radio
  - Direct Mail
  - OOH (out-of-home) Signage-billboard, transit cards (advertisements on vehicles)
- Digital/Internet Advertising:
  - Website
  - Digital ads--Google / Search Engine Marketing [SEM], social media channel advertising [Facebook, Instagram, other social media platform advertising], and other similar online delivery of advertising messages
  - Email marketing
- Graphic Design / Creative Development costs: This can include the cost to develop the advertising message whether it be in print or digital form, including video creation utilized in advertising campaigns
- Public Relations: Marketing functions that entail evaluating public attributes, identifies areas within the organization the public may be interested in, and executes a program of action to earn public understanding and acceptance of an event to grow its success of greater number of visitors. (specific additional approval required)
- Ad Agency Fees: As part of a valid advertising expense associated with the implementation of a marketing plan (such as placement costs, creative development costs, and implementation costs), this is an allowable cost with approval. A recommendation could include requiring specific approval of ad agency. (specific additional approval required)

Non-Allowable Expenses

- Police Security (police)
- Salaries
- Contractors/Labor Fees
- Accountants
- Scholarships

*Prior approval will be required if you have an expense that is not listed or is a unique expense.
Appendix E

Event Planning Documents

APPLICATION FOR PERMIT TO USE TOWN PARK

A copy of this paperwork along with the certificate (permit) must be in possession of the applicant at the location of the reserved Park. The certificate (permit) issued by the Town must be prominently posted.

GUIDELINES AND RULES TO USE TOWN PARK

Conditions of Use:

1. No animals, other than service animals, shall be allowed on the Park during the event, except when the event includes animal shows or the like.
2. No alcohol shall be served, possessed, or consumed in the Park during the event, unless otherwise permitted by a separate application to the Town Council.
3. Amplified music or speech shall not be of such volume so as to unreasonably disturb surrounding neighborhoods or any other place within the Town. For purposes of this permit, amplified noise exceeding _____ db shall be, per se, unreasonable. Such determination shall be made during the course of the event by the Director of Public Works, the Silver City Police Department, or an authorized Code Enforcement Officer of the Town. Failure to comply with a demand to cease the unreasonable noise from any of these officials of the Town will be deemed a violation of the permit, and the permit may be revoked forthwith and the source of the unreasonable noise may be abated by the Silver City Police. Individuals, as well as the Applicant, may also be cited for public nuisance as the case may be. Any appeal of the order to desist must be made to the Town Manager within 24 hours, but such appeal does not stay the order to desist, nor postpone any actions taken to abate the nuisance.
4. The Applicant shall indemnify the Town for any damage to the Park or any other Town-owned property which shall occur during the hours and days of the event. Further, applicant consents to submit proof of liability insurance, naming the Town as additional insured.
5. No motorized vehicles, except deliver and pick-up vehicles shall enter upon or remain upon Park property; with Town’s permission “car show and vendors.”
6. The use of skates, skateboards, bicycles, and other manually driven wheeled apparatus, except for baby strollers and wheel chairs, shall not be permitted in the Park during the course of the event, except when the event involves the use of such apparatus as part of a performance or demonstration.
7. If no private security is being provided, the Applicant must independently notify the Silver City Police Department at least 24 hours prior to the event. At that time, cooperation regarding traffic and security will be finally determined.
8. The Town Manager and/or Public Works Director may grant the use of a Town Park to the following categories of organizations; Non-profit, philanthropic, fraternal, education, art, cultural, or other which serves the public interest.
9. No reservation of a Town Park shall be permitted unless a completed application has been submitted to the Town, along with accompanying deposits and other documents as required herein, which application has then been approved by the Director of Public Works and/or the Town Manager.
10. Application for the use of a Town Park shall be submitted at least 30 days in advance of the reservation date. For good cause, The Town Manager may waive the strict imposition of this deadline.

11. A refundable restoration and leaning deposit must be made to the Town by the applicant organization, which amount shall be based upon the anticipated number of participants and the number of days of the event.
   a. For three hundred or less anticipated daily participants - $100 per day.
   b. For three to seven hundred-fifty anticipated daily participants - $200 per day.
   c. For more than seven hundred-fifty anticipated daily participants - $300 per day.

12. The applicants are responsible for trash collection including maintaining the park free from the over accumulation of garbage and refuse during the event. The applicant shall also be responsible for final clean-up at the end of the event for which the Town Park was used, including disposal of garbage and refuse and repair of damaged Town property. Any costs therefore over and above the deposit given to the Town shall be the applicant’s; large events need to provide for roll off service.

13. The applicant shall be permitted free use of electricity furnished to the Park premises. However, arrangements for its use shall be made by the applicant. Arrangements for portable toilets and other utilities shall be the responsibility and cost of the applicant by Town staff prior to the event.

14. The sponsor/applicant hereby agrees to hold the Town, its employees and agents, harmless from any liability arising directly or indirectly from the sponsor/applicant’s use of the Town Park, including the time during which applicant sets up and breaks down equipment, booths and the like.

15. For events where the anticipated number of participants exceeds 750, the following conditions are applicable:
   a. Private security shall be coordinated by the applicants, with a contact person to act as a liaison between the applicant and both the Town and businesses adjoining the street which abut the park.

16. The applicant will undertake to protect private property in the immediate vicinity of the reserved park, including the use of private security, fencing, and barricades where appropriate. “Immediate vicinity” shall mean that property, which adjoins or abuts the reserved park, or which adjoins or abuts the perimeter streets surrounding the park property.

17. Other general park rules and regulations:
   a. Tie down stakes for tents and booths should not be longer than 8” to protect irrigation lines.
   b. No driving of vehicles on grass is permitted at any time.
   c. Open floor canopy’s and tents are required on grass.
   d. Food vendors are not permitted on grass and must be assigned to the sidewalk or basketball are due to possible damage of grass.
   e. Water valve boxes near basketball court must remain closed during event to eliminate possible tripping hazard.
   f. Electrical cords must be properly tied down and warning signs must be made available to property warn of tripping hazard.
   g. At the end of event, all electrical and valve boxes must be properly closed and locked.

18. Other conditions:

___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

Parks Application and Permit
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