

# **LODGERS TAX ADVISORY BOARD SPECIAL MEETING**

CITY COUNCIL CHAMBERS  
1700 N. GRAND AVENUE, LAS VEGAS NM 87701  
August 16, 2017, 2:00 PM to 5:00 PM

## **AGENDA**

- I. CALL TO ORDER
- II. ROLL CALL
- III. INTRODUCTION OF NEW BOARD MEMBER
- IV. APPOINTMENT OF NEW CHAIR, VICE CHAIR
- V. APPROVAL OF AGENDA
- VI. APPROVAL OF MINUTES
- VII. FILM AND FILM TOURISM UPDATE
- VIII. LODGERS COLLECTIONS FY 2016/2017 & STATUTE OBLIGATIONS  
- REVIEW & DISCUSSION
- IX. TOURISM NM TRUE COOPERATIVE UPDATE – STAFF REPORT
- X. SCHEDULED MARKETING (JULY – DEC 2017) – STAFF REPORT  
REVIEW, DISCUSSION
- XI. DETAILED MARKETING COST REVIEW PAST EXPENSES & CURRENT  
OBLIGATIONS – REVIEW & DISCUSSION
- XII. PRESENTATION LODGERS TAX BUDGET FY 2017/2018 – CITY STAFF,  
REVIEW & DISCUSSION
- XIII. LODGERS TAX RATE INCREASE
  - a. REVIEW
  - b. DISCUSSION OF PROJECT ALLOCATIONS USING INCREASE
  - c. ACTION ON FURTHER RESEARCH OF PROJECT ALLOCATIONS
  - d. DETERMINE COUNCIL PRESENTATION LOGISTICS
- XIV. MARKETING STRATEGY 2017/2018 - DISCUSSION, ACTION
  - a. CISNEROS
  - b. NM TOURISM MARKETING COOP
  - c. OTHER MARKETING OPPORTUNITIES

- XV. BUDGET ALLOCATIONS
  - a. PUBLICATIONS AND ADVERTISING
  - b. CONTRACTUAL OBLIGATIONS
  - c. FIXED COSTS
- XVI. LODGERS TAX BUDGET RECOMMENDATIONS TO COUNCIL – ACTION
- XVII. TOURISM PARTICIPATION, BALLOON FIESTA, STATE FAIR, LEGISLATURE – HANDS ON – DISCUSSION, ACTION.
- XVIII. NEW AND OTHER BUSINESS
- XIX. ADJOURNMENT

**ATTENTION PERSONS WITH DISABILITIES:** The meeting room and facilities are accessible to persons with mobility disabilities. If you plan to attend the meeting and will need an auxiliary aid or service, please contact the City Clerk's Office prior to the meeting so that arrangements may be made.

**ATTENTION PERSONS ATTENDING LODGERS TAX ADVISORY BOARD MEETING:** By entering the City Chambers, you consent to photography and audio recording.

**NOTE:** A final agenda will be posted 24 hours prior to the meeting. Copies of the Agenda may be obtained from Community Development Department, 1700 N. Grand Avenue, Las Vegas, NM 87701.

### **Your Lodgers Tax Packet for 8/17/2017 Includes:**

- Lodgers Tax Ordinance
- Minutes from April 20, 2017
- Summary of Lodgers Tax Collections by Year Pg. 24
- Lodgers Tax Budget 2017 Pg. 26
- NM True Tourism Grant with \* Breakdown of Budget Expenditures FY 2017/2018 Pg. 28
- NM True Publications Invoice
- Memorandum of Agreement Mainstreet & City
- NM True Grant Application Submitted by Mainstreet
- Memo of Understanding between Mainstreet and NM Tourism Department
- Summary of Website Management, Services & Costs
- Print media Plan with Costs through December 31, 2017 Pg. 53
- Social Media Plan with Costs and Strategy Summary through December 31, 2017 Pg. 57
- Contractual Services Spending Report FY 2016/2017 Pg. 68
- Publications and Advertising Spending Report FY 2016/2017 Pg. 77
- Community Non-Profit Marketing Program
- Website Stats June – July
- Social Media Stats June- July
- **Cisneros Contract & Addendum** \* Please note the contract was based upon the recommendations of North Star and Cisneros. The recommendations were placed into a MENU of options within the contract to execute as importance and money dictated. Pg. 171
- Cisneros Presentation to City Council – as requested by Lodgers Board & City Council (Copy of Powerpoint Slides) Pg. 186

### **Other items to be printed for Viewing at Lodgers Meeting:**

- Photos of Ads Developed \_ *Note these are resized, truncated or customized for the publication or manner in which they will be used. – Will be printed for viewing at Lodgers Meeting*
- Photos from the professional bank developed for our Ad Campaign and Promotion - Will be printed for viewing at Lodgers Meeting
- Rack Cards Developed – NM True and Brand – Railrunner - Will be printed for viewing at Lodgers Meeting
- Updated City Seal - Will be printed for viewing at Lodgers Meeting
- Stationary & Business Cards - Will be printed for viewing at Lodgers Meeting
- T-shirts – Designed and distributed - Will be printed for viewing at Lodgers Meeting
- Copy of the Brand Guidelines Developed for the City - *Will be printed for viewing at Lodgers Meeting*





## Chapter 389. Taxation

### Article I. Lodgers' Tax

#### § 389-1. Title.

This article shall be known as and cited as the "Lodgers' Tax Ordinance."

#### § 389-2. Purpose.

The purpose of this article is to impose a tax, which will be borne by persons using commercial accommodations, which tax will provide revenues for the purpose of advertising, publicizing and promoting facilities, tourist attractions and acquisition, construction and maintenance of tourist attractions as authorized in § 389-15 of this article.

#### § 389-3. Definitions.

As used in the chapter, the following terms shall have the meanings indicated:

**BOARD**

The Advisory Board established herein to make recommendations to the City Council, keep minutes of its proceedings and submit its recommendations, correspondence and other pertinent documents to the City Council.

**CITY**

The City of Las Vegas, New Mexico.

**CITY CLERK**

The City Clerk of Las Vegas, New Mexico.

**CITY MANAGER**

The chief administrative officer of the municipality authorized to enforce and carry out all ordinances, rules and regulations of the municipality and to delegate this authority as deemed necessary.

**DIVISION**

The Local Government Division of the Department of Finance and Administration of the State of New Mexico.

**GROSS TAXABLE RENT**

The total amount of the rent paid for lodging, not including the state gross receipts tax or local sales tax.

**LODGING**

- A. The rooms or other accommodations furnished by a vendor to a vendee by a taxable service of lodgings.
- B. The transaction of furnishing rooms or other accommodations by a vendor to a vendee who for a rent uses, possesses or has the right to use or possess any room or other units of accommodation in or at a taxable premises.

**OCCUPANCY TAX**

The tax on lodging authorized by the Lodgers' Tax Act.<sup>[1]</sup>

**PERSON**

A corporation, firm, other body corporate, partnership, association or individual. "Person" includes an executor, administrator, trustee, receiver or other representative appointed according to law and acting in a representative capacity. "Person" does not include the United States of America, the State of New Mexico, any corporation, department, instrumentality or agency of the federal government or the state government, or any political subdivision of the state.

**RENT**

The consideration received by a vendor in money, credits, property or other consideration valued in money for lodgings subject to any occupancy tax authorized in the Lodgers' Tax Act.<sup>[2]</sup>

**TAXABLE PREMISES**

A hotel, apartment, apartment hotel, apartment house, lodge, lodging housing, 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 used for lodging;

**THE LODGERS' TAX ACT**

NMSA 1978, §§ 3-38-13 through 3-38-24, as it may be amended.

**TOURIST**

A person who travels for the purpose of business, pleasure or culture to the City.

**TOURIST-RELATED EVENTS**

Events that are planned for, promoted to, and attended by tourists.

**TOURIST-RELATED FACILITIES AND ATTRACTIONS**

Facilities and attractions that are intended to be used by or visited by tourists.

**TOURIST-RELATED TRANSPORTATION SYSTEMS**

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

**VENDEE**

A natural person to whom lodgings are furnished in the exercise of the taxable lodging.

**VENDOR**

A person furnishing lodgings in the exercise of the taxable service of lodging.

[1] Editor's Note: See NMSA 1978, § 3-38-13 et seq.

[2] Editor's Note: See NMSA 1978, § 3-38-13 et seq.

**§ 389-4. Imposition of tax.**

There is hereby imposed an occupancy tax of 4% of gross taxable rent for lodging within the City paid to vendors.

**§ 389-5. Licensing.**

- A. No vendor shall engage in business of providing lodging in the City before obtaining a license as provided in this section.
- B. Applicants for a vendor's license shall submit an application to the City Manager or designee stating:
  - (1) The name of the vendor, including identification of any person, as defined in this article, who owns or operates place of lodging and the name or trade names under which the vendor proposes to do business and the post office address thereof;
  - (2) A description of the facilities, including the number of rooms and the usual schedule of rates therefor;
  - (3) A description of the facilities provided by vendor or others to users of the lodgings, such as restaurant, bar, cleaning, laundry, courtesy car, stenographer, tailor 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 Bureau of Revenue of the State of New Mexico;
  - (4) The nature of the business practices of the vendor and to what extent, if any, his business is exempt from the lodgers' tax;
  - (5) Other information responsibly necessary to effect a determination of eligibility for such license.
- C. The City Manager or designee shall review applications for license within 10 days of receipt thereof, and grant the license in due course if the applicant is doing business subject to the lodgers' tax.
- D. An applicant who is dissatisfied with the decision of the City Manager or designee may appeal the decision to the City Council by written notice to the City Clerk of such appeal to be made within 15 days of the date of decision of the City Manager or designee on the application. The matter shall be referred to the City Council for hearing at the regular or special meeting in the usual course of business. The decision of the City Council made thereof shall be expressed in writing and be communicated in the same manner as the decision of the City Manager or designee is transmitted. The action of the City Council shall be deemed final.
- E. If the City Council finds for the applicant, the City Manager or designee shall issue the appropriate license or other notice conforming to the decision made by the City Council.

**§ 389-6. Exemptions.**

The occupancy tax shall not apply:

## A. If a vendee:

- (1) Has been a permanent resident of the taxable premises for a period of at least 30 consecutive days; or
- (2) Enters into or has entered into a written agreement for lodgings at the taxable premises for a period of at least 30 consecutive days.

## B. If the rent paid by the vendee is less than \$2 a day;

## C. To lodging accommodations at institutions of the federal government, the state and/or political subdivision thereof;

## D. To lodging accommodations at religious, charitable, educational, or philanthropic institutions, including without limitations such accommodations at summer camps operated by such institutions;

## E. To clinics, hospitals or other medical facilities;

## F. To privately owned and operated convalescent homes or homes for the aged, infirm, indigent or chronically ill; or

## G. If the taxable premises does not have at least three rooms or three other units of accommodation for lodging.

## § 389-7. Collection of tax and reporting procedures.

[Amended 7-7-2004 by Ord. No. 04-11]

## A. Every vendor providing lodgings shall collect the lodgers' tax on behalf of the City and shall act as a trustee therefor.

## B. The lodgers' 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 City of Las Vegas for the tax provided herein on the rent paid for lodgings at the vendor's respective place of business.

## D. Each vendor shall file a report, on forms provided by the City, of receipts for lodging in the preceding calendar month and shall submit the proceeds of the lodgers' tax to the City, which shall include sufficient information to enable the City to audit the report and shall be verified on oath by the vendor. Said report and proceeds shall be submitted to the City on or before the 25th of each month or be postmarked on or before the 25th of each month. If the 25th falls on a weekend or legal holiday, the report shall be submitted on the following regular business day. Vendors submitting reports to the City after the due date shall be liable for the tax, plus a civil penalty as provided for in § 389-9 herein.

## E. The City Council shall furnish to the Board that portion of any proposed budget, report or audit filed or received by the City, pursuant to either NMSA 1978, Chapter 6, Article 6 (§ 6-6-1 et seq.), or the Audit Act that relates to the expenditure of lodgers' tax funds, within the 10 days of the filing or receipt of such proposed budget, report, or audit by the City.

## F. The City Council shall report to the Division, on a quarterly basis, any expenditure of lodgers' tax funds pursuant to NMSA 1978, §§ 3-38-15 and 3-38-21, and shall furnish a copy of such report to the Board when it is filed with the Division.

## § 389-8. Duties of vendor.

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 Las Vegas, New Mexico, and shall be open to the inspection of the City during reasonable hours and shall be retained for three years.

## § 389-9. Failure to make return; computation; civil penalties and notice; collection of delinquencies; lien.

## A. Every vendor is liable for the payment of the proceeds of any occupancy tax that the vendor failed to remit to the City, 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 10% of the amount not remitted or \$100. The City Manager or designee 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 City may bring an action in law or equity in the District Court for the collection of any amounts due, including without limitation penalties thereon, interest on the unpaid principal at a rate not exceeding 1% a month. If the City attempts collection through an attorney or the City Attorney, for any purpose with regard to this article, the vendor shall be liable to the City for all costs, fees paid to the attorney or City Attorney, and all other expenses incurred in connection therewith.

## C. The occupancy tax imposed by the City constitutes a lien in favor of the City upon the real and personal property of the vendor providing lodgings. The lien may be enforced as provided in NMSA 1978, §§ 3-36-1 through 3-36-7. Priority of the lien shall be determined from the date of filing.

- D. Under process or order of the Court, no person shall sell the property of a vendor without first ascertaining from the City Manager or designee the amount of any occupancy tax due to the City. Any occupancy tax due the City shall be paid from the proceeds of the sale before payment is made to any judgment creditor or any other person with a claim on the proceeds of the sale.
- E. An action to enforce the Lodgers' Tax Act may be brought by:
  - (1) The Attorney General of the State of New Mexico or the Fourth Judicial District Attorney; or
  - (2) A vendor who is collecting the proceeds of an occupancy tax in San Miguel County.
- F. The Fourth Judicial District Court may issue a writ of mandamus or order an injunction or other appropriate remedy to enforce the provisions of this article.
- G. The District Court shall award costs and reasonable attorneys' fees to the prevailing party in a court action to enforce the provisions of this article.

## § 389-10. Violations and criminal penalties.

Any person who violates the provisions of this article for a failure to submit reports when due or to pay the tax, to remit proceeds thereof to the City or to properly account for any lodging and tax proceeds pertaining thereto shall be guilty of a misdemeanor and, upon conviction, shall be fined in an amount not exceed \$500 or by imprisonment not to exceed 90 days, or both.

## § 389-11. Refunds and credits.

If any person believes he has made a payment of any lodgers' tax in excess of that for which he was liable, he may claim a refund thereof by directing to the City Manager or designee, no later than 90 days from the date payment was made, a written claim for refund. Every claim for refund shall state the nature of the person's complaint and the affirmative relief requested. The City Manager or designee shall allow the claim in whole or in part or may deny it. Refunds of tax and interest erroneously paid and amounting to \$100 or more may be made only with the approval of the City Council.

## § 389-12. Vendor audits.

- A. Should the total lodgers' tax revenue in any one year exceed \$250,000, then the City Council shall select for annual random audit(s) one or more vendors to verify the amount of gross rent subject to the occupancy tax and to ensure that the full amount of occupancy tax on the rent is collected from each vendor thus audited.
- B. The City Council shall determine each year the number of vendors within the City to audit.
- C. The audit(s) may be performed by the City Manager or designee or by any other designee of the City Council. A copy of the audit(s) shall be filed annually with the Division.

## § 389-13. Confidentiality of return and audit.

It is unlawful for any employee of the City to reveal to any individual, other than another employee of the City, any information contained in the return or audit of any taxpayer, including vendors subject to the Lodgers' Tax Act, except to a court of competent jurisdiction in response to an order thereof in an action related to taxes to which the City is a party, and in which information sought is material to the inquiry; to the taxpayer himself or to his authorized representative; and in such manner, for statistical purpose, the information revealed is not identified as applicable to any individual taxpayer.

## § 389-14. Administration of monies collected.

- A. The City Council shall administer the lodgers' tax monies. The Mayor shall appoint a five-member Advisory Board that consists of two members who are owners or operators of lodging subject to the occupancy tax within the City, two members who are owners or operators of industries located within the City that primarily provide services or products to tourists, and one member who is a resident of the City and represents the general public.
- B. The Board shall submit to the City Council recommendations for the expenditure of funds authorized pursuant to this article for advertising, publicizing and promoting tourist-related attractions, facilities, and events in the City.

## § 389-15. Use of monies.

- A. The City shall use 1/2 of the proceeds of the first 3% of the tax and not less than 1/4 of the proceeds from the tax in excess of 3% only for advertising, publicizing and promoting tourist-related attractions, facilities and events. The proceeds from this portion of

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the tax shall be used within two years of the close of the fiscal year in which they were collected and shall not be accumulated beyond that date or used for any other purpose.

[Amended 7-15-2015 by Ord. No. 15-09]

- B. The City may use the balance of the proceeds of the tax to defray the cost of:
- (1) Collecting and otherwise administering the tax, including the performance of audits required by the Lodgers' Tax Act and this article, pursuant to guidelines issued by the Department of Finance and Administration of the State of New Mexico.
  - (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, attraction or transportation systems of the City.
  - (3) The principal of and interest on any prior redemption premiums due in connection with and any other charges pertaining to revenue bonds authorized by NMSA 1978, § 3-38-23 or 3-38-24.
  - (4) Advertising, publicizing and promoting tourist-related attractions, facilities and events of the City and tourist facilities or attractions within the area.
  - (5) Providing police and fire protection and sanitation service for tourist-related events, facilities and attraction located in the City; or
  - (6) Any combination of the foregoing purposes or transactions stated in the section.

## § 389-16. Revenue bonds.

- A. Revenue bonds may be issued at any time or from time to time by the City to defray wholly or in part the costs of any one, all or any combination of purposes authorized in NMSA 1978, § 3-38-21, Subsections B through E, or § 389-15 of this article.
- B. The revenue bonds may be payable from and such payment may be secured by a pledge of and lien on the revenues derived from:
  - (1) The proceeds of the occupancy tax imposed herein after deduction of those amounts required to be expended pursuant to NMSA 1978, § 3-38-15, Subsections D and E, and the administration costs pertaining to the tax in an amount not to exceed 10% of the occupancy tax receipts collected by the City in any fiscal year, excluding from the computation of such cost the administration costs ultimately recovered from delinquent vendors by civil action as penalties, costs of collection and attorneys' fee but not as interest on unpaid principal.
  - (2) The tourist-related facilities, attractions or transportation systems to which the bonds pertain, after provision is made for the payment of the operation and maintenance expenses of such facilities, attractions or transportation systems; or
  - (3) A combination of such net revenues from both sources described in Subsection B(1) and (2).
- C. The bonds shall bear interest at a rate or rates as authorized in the Public Securities Act, and the first interest payment may be for any period authorized in the Public Securities Act.
- D. Except as otherwise provided in the Lodgers' Tax Act, revenue bonds authorized in the Lodgers' Tax Act shall be issued in accordance with the provisions of , NMSA 1978, §§ 3-31-2 through 3-31-6.

## § 389-17. Contracting for services.

- A. The City Council may contract for the management of programs and activities funded with revenue from the tax authorized herein. The City Council shall require such contractors periodically report to it, such reports being due at least quarterly, listing the expenditures for those periods. Within 10 days of receiving such reports, the City Council shall furnish copies of them to the Board. Funds provided to the contracting person or governmental agency shall be maintained by that person or agency in a separate account established for that purpose and shall not be commingled with any other money.
- B. A person or governmental agency with whom the City contracts under this section to conduct an activity authorized by NMSA 1978, § 3-38-21, shall maintain complete and accurate financial records of each expenditure of the occupancy tax revenue made and, upon request of the City Council, shall make such records available for inspection.
- C. The occupancy tax revenue spent for a purpose authorized by the Lodgers' Tax Act and this article may be spent for day-to-day operations, supplies, salaries, office rental, travel expenses and other administrative cost only if those administrative costs are incurred directly for that purpose.
- D. A person or governmental agency with whom the City contracts under this section may subcontract with the approval of the City Council. A subcontractor shall be subject to the same terms and conditions the contractor as regarding separate financial accounts, periodic reports and inspection of records.

## § 389-18. Division rules.

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The City shall follow any rules and regulations promulgated by the Division pursuant to the Lodgers' Tax Act.





**Minutes**  
**Lodgers Tax Advisory Board Special Meeting**  
**Thursday, April 20, 2017, from 2:00 – 4:00 PM**  
**Transportation Department Meeting Room**  
**500 Railroad Avenue, Las Vegas, N.M.**

**Members Present:**

Joaquin Garofola  
Oliver Lesperance  
Diane Ortiz  
Krutik Bhakta  
Allan Affeldt

**Members Absent:**

**City Staff Present:**

Annette Velarde, Community Development Director  
Tiara Shorty, Administrative Assistant I

**Call to Order:**

The meeting was called to order by Oliver Lesperance at 2:05 PM.

**Roll Call:**

Tiara Shorty took attendance; a quorum was met.

**Approval of Agenda:**

Oliver Lesperance recommended adding time for public information and an election of a Vice Chair in the agenda.

Motion was made by Dianne Ortiz and seconded by Joaquin Garofola. Motion was approved and carried by all Board members stating, "I".

Motion was made by Joaquin Garofola to approve agenda with modifications. Motion was seconded by Diane Ortiz.

Motion was approved and carried by all Board members stating, "I".

**Approval of Minutes from January 10, 2017:**

For the record, Allan Affeldt could not respond to minutes as he was not provided with a copy before the meeting. The Community Development staff will acquire Mr. Affeldt's contact information to ensure that packets, agendas and minutes are provided.

Motion to approve the minutes was made by Joaquin Garofola and seconded by Krutik Bhakta. Motion was approved and carried by all Board members stating, "I".

**Public Input:**

Oliver Lesperance opened the floor for public input and allowed three (3) minutes to be allotted to each individual.



Wid Slick addressed the Board. Mr. Slick reported that he has been tracking lodgers' tax and City expenditures for four (4) years, which began because he was writing grants to the New Mexico tourism board. Mr. Slick tracked the campaign that New Mexico True and the City of Las Vegas were a part of that ended on June 30, 2016. Over those thirty-two (32) months, lodgers' tax increased an average of two thousand and two hundred dollars, \$2,200, per month. The second campaign that the City is involved in pertains to Cisneros Design. In the nine (9) months that the campaign has been in effect, the lodgers' tax collections have increased two thousand and two hundred dollars, \$2,200, per month. Two (2) points can be made from these campaigns; first, marketing is working, second, both marketing campaigns that the City is undertaking have worked. The first and most important point, if lodgers' tax collections can be raised by two thousand and two hundred dollars, \$2,200, from each campaigns, why don't we do both? It is a simple thing; maybe we will hit four thousand and four hundred dollars, \$4,400. The special events campaigns can be improved if the organizations had access to professional marketing, such as Cisneros Design. The Cisneros campaigns could be improved if there was more budget for the line item, labeled "Publications and Advertising". It doesn't matter how many great ads Cisneros designs, if they are not being placed around the state, they will not have an impact. Mr. Slick reported that he hopes the Board considers all these points as they conduct the budgets collections. Mr. Slick provided the Board with a packet of data for review.

Bob Mishler addressed the Board. Mr. Mishler reported that he is in support of the Friends of the Museum event which will occur during Heritage Week, it is called Remarkable Women of the American Southwest. Mr. Mishler reported that they would appreciate support for events in the community. A program such as this will cost about five and six thousand dollars, \$5,000 - \$6,000, for a nonprofit to hold their event. Funds would be helpful, especially with marketing.

#### **Marketing Report & Marketing Strategy 2017 / 2018 – Discussion / Action:**

The report was conducted by Annette Velarde.

April 14, 2017 is the anniversary of the partnership between the City and Cisneros Design.

Progress has been made within the last year. There was no marketing plan in place prior.

Annette Velarde provided packets to the Board, which discussed the last three (3) months of social media. The social media reports demonstrate hits, growth, and the plan for ad placements until December.

Social media is the foundation for the marketing plan. History is a driver in Las Vegas, but the City must consider whom they expand to or reach out to. Outdoor adventure is currently being marketed.

A New Mexico Tourism Grant for fifty thousand dollars, \$50,000, was received and will be matched by the City. This grant will help to revive the skating pond and build a bridge over the Gallinas River. FEMA funds have been acquired to dredge the skating pond. The grant is for developing tourism related activities.

The goal is to have the skating pond operating by next year. The pond is naturally made, which sets it apart.

Ms. Velarde is working with Dr. Mora, President of the United World College, Mike Adams, Luna Community College, and Rock Ulibarri, San Miguel County Commissioner in order to improve the hot baths. A corridor of activities will be built going up the Gallinas River.

Hermits Peak Watershed Alliance received a grant of three hundred thousand dollars, \$300,000, to fix the river walk. They are lacking fifty thousand, \$50,000, to reach Grand Avenue.

The Board presented an issue: building something will require maintaining. Security and patrol will be needed.

Community Development plans to partner with nonprofit organizations to bring in tourism.

There are plans for a Christmas light show in December that will last an entire month.

Cisneros reported that it is a viable marketing event.

A Haunted river walk is being discussed, which will require a partnership with nonprofits. This event could be a tourism draw.

A boat parade with electric lights on Storrie Lake in the month of August could be another tourism event. Cisneros reported that this event is marketable and may increase of lodgers' tax.

Community Develop is bringing in more staff. A multi-media individual will come on board in order to help with marketing.

In the last three (3) months, an average of thirty thousand dollars, \$30,000, per month has been collected. Last year in April, about thirty one thousand dollars, \$31, 000 was collected. In May, about thirty-one to thirty-two thousand dollars, \$31,000 - \$32,000, was collected. In June, about twenty thousand to thirty thousand dollars, \$20,000 – \$30,000, was collected. As of now, approximately three hundred thousand dollars, \$300,000, was collected in lodgers' tax. There is three hundred and six thousand and nine hundred and forty-nine dollars, \$306,949, in total from last year. Right now, without finishing the fiscal year, the lodgers' tax is up.

The lodgers' tax pays for the Visitor's Center in regards to one full time and part-time employee.

There are plans to take the Visitor's Center on the road; it may be housed at the Arts Council for a few days and Ms. Velarde is looking into setting up a mobile cart in Plaza Park.

New Mexico True tourism guide was presented to the Board. The lodgers' tax and Cisneros Design purchased pictures, which is included in the packet, from the City's horseback album.

Shark Tank, hosted by the New Mexico tourism board will have coverage for the region on local television. There will be a meeting in Santa Rosa next week, in which Ms. Velarde plans on attending.

In regards to placement and pricing, a small portion of advertising is about six thousand dollars, \$6,000, in New Mexico True. Advertising will be placed in the Santa Fe and Albuquerque tourism guides and on the rail runner.

Krutik Bhakta reported that knowing the age demography and where tourists are traveling from will be helpful with advertising and determining where the budget is most beneficial. Mr. Bhakta reported that the City must reach out to Cisneros Design to ask for more information and utilize their knowledge or services more often.

The City contracted with the Independent Business Alliance for eight thousand and six hundred dollars, \$8,600, in order to publish the 2017 Visitor's Guide.

Community members and City staff assisted in writing articles for the visitor's guide. The local businesses were promoted in regards to the "You're the Proof" campaign. The City stepped in to ensure that the guide was printed.

The Las Vegas Optic visitor guide will be printed next.

A potential marketing strategy pertains to bus wraps and bags. As directed by Mayor and Council, more merchandise that promotes the City and Las Vegas are to be available in stores.

Krutik Bhakta questioned if the City is to be included with branding and merchandise. Will the campaign be pushed?

The City will market and the logos will be displayed on vehicles and stationary packages, as reported by Annette Velarde.

There will be a Social Media Training on May 2, 2017 in the City Hall Council Chambers. The training will help everyone to promote Las Vegas.

The New Mexico True Co-op Grant is not available due to State crisis. More is to be unveiled at the Governors conference on May 7, 2017 to May 10, 2017, which is hosted by the New Mexico Hospitality Association.

The City does not want to break ties with New Mexico True, but the Board must determine if they want to match the NM True campaign. The maximum grant is fifty thousand dollars, \$50,000. By not matching, the City will not be included.

The question to the Board, is the campaign worth matching? Is NM True promoting Las Vegas enough? Should the City and Lodgers' Tax Board take on the match alone, or do they seek help from local businesses or nonprofits? Is the campaign getting people to New Mexico or is it getting people to Las Vegas?

Krutik Bhakta reported that having a presenter from NM True will help to determine whether they want to match. After this, the Board can make a decision.

Annette Velarde questioned, how do you help the small communities get exposure?

Oliver Lesperance reported that a significant amount of people travel to the balloon fiestas and therefore, travel through Las Vegas. If we do not support NM True, it may not be a good idea.

Allan Affeldt reported that NM True is an important campaign. The City has an image problem and is inadequately promoted. NM True will bring leverage, social media alone is not enough, bill boards and campaigns are required as well.

Wid Slick addressed the Board. Mr. Slick reported that the three (3) year campaign in regards to special events in the City, that was an eighty thousand dollars, \$80,000, a year out of town advertising campaign.

Allan Affeldt reported that the economy has improved all around and their occupancy has gone up. People are coming to Las Vegas, not necessarily due to New Mexico True or campaigning.

Krutik Bhakta reported that Las Vegas needs to apply for more grants, they are still available.

Annette Velarde reported that to decide whether or not the Board wishes to work with New Mexico True can be reserved for a later time or next meeting.

**Presentation of Lodgers' Tax – Discussion / Action: Discussion Regarding Lodgers' Tax Rate – Presentation: Lodgers' Tax Budget Recommendations to Council – Action:**

Annette Velarde reported that the City would like to move forward with Cisneros Design social media and events plan. The contract started out with two hundred thousand dollars, \$200,000. Bob Mishler alluded to the fact that nonprofits needed assistance with marketing, which will occur. The cost of marketing events through the City and Cisneros is approximately fifty-three thousand dollars, \$53,000.

Allan Affeldt requested to view the contract with Cisneros Design. The contract between Cisneros Design and the City of Las Vegas demonstrates that the social media plan is seventeen thousand dollars, \$17,000. What is the eighty thousand dollars, \$80,000, being utilized for?

Annette Velarde reported that by subtracting the fifty-three thousand dollars, \$53,000, for nonprofit marketing, the seventeen thousand dollars, \$17,000, for the social media plan, and the forty thousand dollars, \$40,000, for print and advertising from the two hundred thousand dollars, \$200,000, approximately eighty thousand dollars, \$80,000, would be left. The eighty thousand dollars, \$80,000, would go towards creative projects and other advertisements. In regards to the contract, it was presented to the Board in January.

Joaquin Garofola asked if the Board is creating the budget for the 2017 to 2018 fiscal year.

Annette Velarde reported yes. The budget will not change very much, as some of those amounts are fixed. The contract did not break down exactly in half when the fiscal year was met, but the budget was bridged between the fiscal years.

Allan Affeldt questioned where the three hundred thousand dollars, \$300,000, was going.

Annette Velarde reported that in the beginning of the contract with Cisneros Design, approximately forty thousand dollars, \$40,000, went into creativity of the campaign.

Allan Affeldt reported that eighty percent (80%) of the Cisneros contract is contractual services, when typically only twenty percent (20%) of contractual services is done.

Krutik Bhakta reported that they do not want to approve the same replication of the contract and budget; the amounts should demonstrate a difference as the creative aspect is completed.

A budget breakdown of the Cisneros Design services was requested by Allan Affeldt. How much of the three hundred thousand dollars, \$300,000, is contractual services as opposed to services? We do not know how much is being spent on placements of ads.

Annette Velarde reported that ad placements were not purchased as much in the last year. Again, fifty-three thousand dollars, \$53,000, is for the nonprofit marketing, seventeen thousand dollars, \$17,000, is for the social media plan, and forty thousand dollars, \$40,000, is for print and advertising. Again, from the two hundred thousand dollars, \$200,000, approximately eighty thousand dollars, \$80,000, is left. We need to discuss whether we need more placement or more campaigns.

Joaquin Garofola reported that the fiscal carry-over is involved. The contract has already been made and we can direct how and where Cisneros Design can spend the money most effectively.

Annette Velarde is asking the Board, where should the eighty thousand dollars, \$80,000, be utilized? But be advised that creating design for print and advertising can utilize the eighty thousand dollars, \$80,000. Cisneros is presenting a plan on how they will best utilize the eighty thousand dollars, \$80,000.

Joaquin Garofola reported that in the 2017 budget, under the publication and advertising line item, there is forty thousand dollars, \$40,000. Will the Board be in a position to recommend how that can be spent?

Annette Velarde reported, yes, to some degree.

Joaquin Garofola reported that Cisneros Design can be instructed to create four (4) ads or billboards with the forty thousand dollars, \$40,000. They can also determine where the best location will be. Could the Board do this?

Annette Velarde reported yes, but the City will still require some flexibility.

Set aside money for nonprofits to market on their own, which was discussed in a prior meeting. Annette Velarde reported that by doing so, the branding and marketing of the City, nonprofits, and organizations will have the same "flavor".

Oliver Lesperance suggested scheduling a special meeting and invite Cisneros Design to be present in order to address questions and concerns from the Board. It is important that the Board continue to move through the agenda and discuss adopting a budget.

Allan Affeldt reported that there is disconnection in advertising and way finding within the City.



City Manager is in support of way finding signage and has allocated about fifty thousand dollars, \$50,000, as reported by Annette Velarde.

Bob Mishler addressed the Board. Mr. Mishler reported that it is important to determine if nonprofits are being promoted.

Annette Velarde reported that the nonprofit packages are offered for marketing. Nonprofits are sorted into levels of marketing. This has been presented to nonprofits and the Board before.

The Board reported that there is no concrete plan to determine where and how to spend eighty thousand dollars, \$80,000. Arrange a meeting and have Cisneros Design propose about four (4) options to spend eighty thousand dollars, \$80,000.

Annette Velarde is to provide contract and invoices for each item that Cisneros created. The contract is not broken down by each line item. Cisneros does not spend any money or make creative decisions without notifying Community Development.

Joaquin Garofola clarified that the Cisneros Design contract will be provided for review. Cisneros Design will present to the Board and answer any questions regarding how the eighty thousand dollars, \$80,000, will be spent effectively. The Board needs to discuss the line items and follow the agenda.

Budget must be discussed and disapproved or approved. Making changes must be addressed with in this meeting as reported by Oliver Lesperance.

The budget pertains to renting the visitor center, paying the visitor center employees, travel for tourism training, reader board payments, 1-800 phone number, and safety services for events and tourism season.

In regards to payment on the reader board, there is approximately fifty thousand dollars, \$50,000, left.

Oliver Lesperance questioned that at the end of the day, there is about a ninety thousand dollars, \$90,000, surplus.

Annette Velarde reported that there is three hundred thousand and one dollars and eighty-two cents, \$300,001.82, in the budget, and some of the Cisneros Design contract may get billed into the new fiscal year.

Krutik Bhakta reported that raising lodgers' tax to create revenue, but we are sitting on revenue.

Annette Velarde reported that funds are utilized by a first in, first out basis. The funds do not revert back to the State nor are they lost.

Allan Affeldt had a question in regards to contractual services, what is it being spent on? How can the Board approve the budget without knowing this information?

In the budget year 2017, two (2) line items will appear different, the line items pertain to publication and advertising and contractual services. Annette Velarde reported that the City shuts down and takes time to pay invoices. Some of the Cisneros invoices were not paid until

the recent fiscal year, the money was allocated in the previous fiscal year and had to be rolled over. That is the reason the line item in the budget looks large.

Joaquin Garofola reported that this line item was approved prior to this Board's review. At this point, there is nothing this Board can do to that line item.

Allan Affeldt and Krutik Bhakta expressed concerns; if it is a done deal, then why did the budget require approval from the Board.

Oliver Lesperance and Joaquin Garofola reported that the Board is giving a recommendation.

Allan Affeldt reported that in order for the Lodgers' Tax Board to have meaning, the Board should be approached for approval on budgets prior to making decisions or creating contracts. Mr. Affeldt reported that the Board can approve the budget, but they are unhappy due to not knowing what the funds are being spent on. This process should not happen again.

Joaquin Garofola reported that as a responsible Board, we must find a resolve. The Board cannot change the contract as it has not yet ended, but we can make recommendations.

Krutik Bhakta reported that the Board needs to make a statement by disapproving the budget in order for Council to take the Board seriously.

Annette Velarde reported that if the Board disapproves the budget, there will be no access to the lodgers' tax. The Board will get a say in the upcoming contract renewal, in the new fiscal year, which is September and October.

The Board reported that they feel they need to be considered in decision making of contracts. The Board reported that they need to have purpose rather than question the existence of the Board. They would like to be consulted in regards to the upcoming contract renewal for Cisneros Design.

Annette Velarde suggested that the Board could vote on a flat budget. Lodgers' tax will not go into general fund. At this point, we can take some funds from the Cisneros Design contract and put it back into the line item of publications and advertising. This will still meet the obligations under the contract. The Board can instruct the Community Development staff as to what they would like approved. Ms. Velarde reported that she would like to approve the following:

Fifty-three thousand dollars, \$53,000, will go to nonprofits, forty thousand dollars, \$40,000, to go towards the media campaign, and seventeen thousand dollars, \$17,000, to go towards the social media plan.

Annette Velarde reported that the funds will need to be accessed in the upcoming months for publication and advertisement, she proposed monthly meetings if the Board will like to be consulted.

Krutik Bhakta reported that he is unclear as to what they need to approve.

Oliver Lesperance reported that the Board could recommend to Council that they adopt this budget.

Annette Velarde reported that if the budget is not approved then all spending will cease.

The Board expressed that Council goes forward with spending nonetheless. Allan Affeldt and Krutik Bhakta reported that they cannot approve the budget.

Oliver Lesperance reported that Annette Velarde and the Community Development staff have always answered the Boards questions. Ms. Velarde has reported that the Board will be included in future consultations regarding the Cisneros contract. To approve the budget will demonstrate solidarity of the Board and Council.

Joaquin Garofola reported that the previous Board approved the budget and the Cisneros Design contract, but to ask this Board to approve the decision of another poses as a conflict of interest.

Joaquin Garofola made a motion to send a non-recommendation of the budget to the Council and Krutik Bhakta seconded the motion.

The motion was approved and carried by all Board members stating, "I".

Allan Affeldt reported that the Board must go to Council and clarify that they would like more involvement.

Annette Velarde asked the Board to what extent will they be involved, for example, while working with Cisneros on an immediate project, could she reach out to the Board for approval?

Krutik Bhakta reported that the Board will be there in order for Annette Velarde and Community Development to move forward with their agendas and projects.

The Board would like clarification in regards to how Cisneros Design moves forward and how the Board will be included in future decision making.

Joaquin Garofola made a motion to approve three (3) aspects of the budget; nonprofit package for fifty-three thousand dollars, \$53,000, social media package for seventeen thousand dollars, \$17,000, and the media package for forty thousand and eighty-six dollars, \$40,086 under a two hundred thousand dollars, \$200,000, contract with Cisneros Design. Diane Ortiz seconded the motion.

The motion was approved by all Board members who stated, "I". The motion was carried out.

The Board proposed only doing a six (6) month contract with Cisneros Design when the time comes for renewal.

Elmo Baca presented to the Board. Mr. Baca is the owner of the Indigo Theatre, reported that he is an advocate in raising lodgers' tax from four percent to five percent (4% - 5%) in order to improve tourism. The improvement of tourism will create a fulfilling experience for tourists.



Mr. Baca reported that he has spent six (6) months discussing the topic with members of the community. The tax increase could be utilized in building parking lots, public restroom facilities and way findings in old town. The increase could be utilized for other projects; revitalizing the skating pond for winter attraction, free movies in the park for family outings, creating more museums in old town, improving tours in regards to film, outlaws, and more, create more hospitality training, bring back the Las Vegas triathlon, create more off-season festivals, for example, antique fairs and film festival. Mr. Baca suggested that three (3) or four (4) plans could be picked and worked on.

Mr. Baca emphasized that a way finding project is important. This project could be done with twenty thousand dollars, \$20,000.

Mr. Baca stated that he is respectfully asking the Board to consider raising lodgers' tax from four percent to five percent (4% - 5%).

Annette Velarde reported that there are fifty-nine (59) communities within the state and thirty-nine (39) communities have a five percent (5%) lodgers' tax. Eight (8) of those communities have convention taxes that range from one percent to one point five percent (1% - 1.5%). Six (6) communities have a four percent (4%), some of the tiny communities are at three percent (3%), and one community is at two point five percent (2.5%) lodgers' tax. Increasing lodgers' tax will bring in sixty-three thousand dollars, \$63,000.

Krutik Bhakta reported that there are some ideas to increase the lodgers' tax, but there is typically a big project, like a stadium. The ideas are also presented with solid research. The ideas presented can be done with the current budget.

Annette Velarde reported that the Board can utilize their creativity at this time to determine what the one percent (1%) increase will be utilize for.

Allan Affeldt reported that Cisneros Design should have no involvement with these ideas and a say so in the proposed lodgers' tax increase. Mr. Affeldt expressed a concern that the increase can easily be moved into the general fund.

Joaquin Garofola questioned whether there was a line item that can prevent the lodgers' tax from going into the general fund if the lodgers' tax increase was approved?

Annette Velarde reported that the funds will stay in the lodgers' tax fund. But in some cases, it could be accessed. For example, if a museum was built to bring in tourism, funds can be utilized to maintain the museum.

Oliver Lesperance questioned if there was a need for an increase right now? Would the increase have an adverse effect on the lodgers?

Krutik Bhakta reported that it would have an adverse effect. If you want to do it, then do it wisely.

Annette Velarde reported that it was the duty of the Board to decide wisely on behalf of the City.

Allan Affeldt reported that an increase in lodgers' tax will have a minimally negative impact. A guest has never questioned what the lodgers' tax is in Las Vegas. Mr. Affeldt

reported that he opposes the increase because he does not know what the current lodgers' tax is being utilized towards.

Krutik Bhakta reported that he will support the lodgers' tax increase, but the Board will need to consider the input of the other lodgers' and determine what the money will be utilized towards.

Joaquin Garofola questioned if the one percent (1%) increase could be line itemed towards capital expenditures and infrastructure improvement?

The increase would be utilized for tourism purposes. The direction and the determination of the increase are going through the Board.

Allan Affeldt reported that the increase must go towards capital improvement in relation to tourism and not to pay for employee's salaries.

Krutik Bhakta reported that the presentation was created by an individual community member and not by the City.

Annette Velarde reported that the presentation by Elmo Baca is the foundation and was worked on by both her and Mr. Baca. A work session of the Board to further discuss the increase and infrastructure was proposed.

Allan Affeldt suggested that a proposal and draft of ideas to be presented to the Board at the next meeting. The Board will provide comments.

Annette Velarde reported that she feels hesitant to do that, due to the amount of time and staff that will be involved in order to create a proposal when the Board does not consider a proposal that was already presented.

Bob Mishler addressed the Chair and asked permission to speak. Mr. Mishler reported that it is critical to begin with the existing list that was presented by Elmo Baca and start from there. More is needed to begin a project, which is where the lodgers' tax increase comes into play.

Community Development staff will provide the Board with the Master Plan. The input of the Board would be appreciated in regards to creating a plan.

Elmo Baca reported that this discussion remains at this level and never gets to Council. Making a decision and taking the issue to Council for public input is important.

Joaquin Garofola motioned to increase lodgers' tax by one percent (1%). A line item is to be included directly related to tourism and may not spill over to the general fund. Diane Ortiz seconded the motion.

All Board members took a vote: Diane Ortiz approved, Joaquin Garofola approved, Krutik Bhakta disapproved, Allan Affeldt disapproved, and the Chair, Oliver Lesperance approved as proposed. The motion was passed and will proceed to Council.

Allan Affeldt made a motion to move the election of Vice Chair to the next meeting. Motion was seconded by Diane Ortiz.

Motion was approved and carried by all Board members stating, "I".

**New and Other Business:**

**Set Next Meeting:**

Joaquin Garofola made a motion to have a special meeting with in thirty (30) days, Allan Affeldt seconded the motion.

The motion was approved and carried by all Board members stating, "I".

**Adjournment:**

The Board made a motion to adjourn at 5:07 PM.

Total Meeting Minutes: (2:59:33)

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Chairman

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Date



### Lodgers Tax Collections by Month and Fiscal Year

	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016	2016/2017
			Coop Participation	Coop Participation	Coop Participation	No Coop
July	\$30,270.16	\$24,507.22	\$33,434.23	\$19,685.79	\$28,915.36	\$27,754.98
August	\$26,900.39	\$26,222.56	\$25,104.44	\$35,248.28	\$28,699.10	\$40,298.01
September	\$25,829.79	\$21,713.92	\$32,836.29	\$27,447.12	\$25,064.47	\$22,318.44
October	\$18,029.72	\$18,115.58	\$15,327.06	\$19,971.81	\$25,945.22	\$37,175.06
November	\$12,772.00	\$19,970.52	\$18,988.63	\$18,379.85	\$23,199.53	\$27,791.62
December	\$20,189.18	\$9,736.04	\$19,618.82	\$40,488.90	\$18,797.53	\$17,394.92
January	\$17,842.86	\$14,025.37	\$16,803.66	\$19,448.71	\$23,059.44	\$23,563.66
February	\$17,045.65	\$12,813.72	\$14,890.80	\$9,836.30	\$16,103.94	\$20,929.62
March	\$14,386.89	\$10,545.26	\$14,952.92	\$21,550.63	\$22,504.45	\$19,775.51
April	\$18,135.85	\$15,013.43	\$15,831.45	\$22,997.90	\$31,467.90	\$21,848.10
May	\$13,948.79	\$18,383.11	\$28,420.96	\$19,335.65	\$31,869.72	\$28,782.32
June	\$26,969.13	\$35,153.43	\$25,888.29	\$29,170.40	\$29,747.61	\$27,754.98
<b>TOTALS</b>	<b>\$242,320.41</b>	<b>\$226,200.16</b>	<b>\$262,097.55</b>	<b>\$283,561.34</b>	<b>\$305,374.27</b>	<b>\$315,387.22</b>



**City of Las Vegas  
Lodger's Tax Promotion Fund 202  
FY 2017**

Lodger's Tax Promotion Fund 0000			Actuals 2010	Actuals 2011	Actuals 2012	Actuals 2013	Actuals 2014	Actuals 2015	Budget 2016	Budget 2017
<b>Revenues</b>										
410	51-07	Lodger's Tax-Promo	260,380	254,231	242,320	226,200	262,098	283,581	250,000	275,000
450	55-01	Miscellaneous					1,000			
450	55-19	Late Filing Fees					3,785			
	58-84	NMFA Loan Proceeds					112,045			
430	53-20	NM Tourism Grant					10,000			
<b>Total Revenue Budget</b>			<b>260,380</b>	<b>254,231</b>	<b>242,320</b>	<b>226,200</b>	<b>388,928</b>	<b>283,581</b>	<b>250,000</b>	<b>275,000</b>
<b>Expenditures</b>										
750	83-68	Special Events Coordinator	-				102			
750	86-01	Part Time					17,411	17,797	27,248	40,014
750	86-08	Seasonal/Temp					4,159	7,277		
<b>Salaries Sub-total</b>			<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>21,672</b>	<b>25,074</b>	<b>27,248</b>	<b>40,014</b>
750	89-09	Social Security FICA	-				-	1,537	1,689	2,481
750	89-10	Social Security Medicare	-				-	198	394	580
750	89-12	Retirement PERA	-				474	1,525	2,629	3,821
750	89-13	Medical Insurance	-				-	58		
750	89-14	Unemployment	-				7	7	100	10
750	89-15	Worker's Comp	-				21		201	295
750	89-16	State Worker's Comp	-			5	104	28	28	30
750	89-18	RHCA	-				-	320	273	400
750	89-20	Dental Insurance	-				-			
750	89-21	Vision Insurance	-				-			
<b>Fringe Benefits Sub-total</b>			<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>606</b>	<b>3,673</b>	<b>5,314</b>	<b>7,818</b>
750	71-01	Supplies				370	504	297	500	1,000
750	71-05	ID Supplies		488	294		-		100	
750	71-07	Books/Educ Materials					184			
750	71-06	Safety					-	21	200	
<b>Supplies Sub-total</b>			<b>-</b>	<b>488</b>	<b>294</b>	<b>370</b>	<b>688</b>	<b>318</b>	<b>800</b>	<b>1,000</b>
750	72-01	Gas, Oil & Vehicles								
750	72-02	Travel Expense	-	424		336	860	1,024	4,000	2,500
750	72-03	Training & Seminars	-	150		385	882	488	3,000	1,500
<b>Travel Sub-total</b>			<b>-</b>	<b>574</b>	<b>-</b>	<b>721</b>	<b>1,542</b>	<b>1,490</b>	<b>7,000</b>	<b>4,000</b>
750	73-01	Printing, Copying, & Repro	-				-		200	
750	73-02	Reporting & Recording								
750	73-03	Audit	-		-	-	2,753		3,000	3,000
750	73-08	Postage	-			330	248		1,000	
750	73-09	Telephone	-	450	770	1,228	2,191	2,004	2,000	2,000
750	73-10	Subscription and Dues	-			380	375	360	1,479	1,000
750	73-17	Publications & Advertisements	-	178	9,616	15,849	49,102	16,872	71,804	44,121
750	73-28	Rent	4,400	4,825	4,800	5,700	5,225	3,800	5,700	5,700
<b>Oth. Oper. Sub-total</b>			<b>4,400</b>	<b>5,453</b>	<b>15,186</b>	<b>23,485</b>	<b>59,894</b>	<b>23,036</b>	<b>85,183</b>	<b>55,821</b>
750	75-01	Admin Overhead (G/F)	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
750	75-07	Contractual Services	251,595	190,199	152,404	54,381	128,951	70,470	305,550	300,000
750	75-00	Special Events/Projects/								
750	75-23	Furn & Equip <\$500	-		868	449	2,099	1,130	500	1,000
750	75-55	NMFA Admin Fee					840			
750	80-02	Off Furn & Equip >1000				3,736			1,000	500
750	80-04	Equipment					120,108			
<b>Other Sub-total</b>			<b>254,595</b>	<b>193,199</b>	<b>156,271</b>	<b>81,546</b>	<b>254,998</b>	<b>74,600</b>	<b>309,050</b>	<b>304,500</b>
<b>Total Exp. Budget</b>			<b>268,995</b>	<b>199,714</b>	<b>171,781</b>	<b>86,107</b>	<b>339,380</b>	<b>128,191</b>	<b>436,095</b>	<b>412,963</b>
<b>Transfers</b>										
890	98-07	To 337/NMFA Equip Loan					18,834	11,349	11,379	11,358
890	98-79	To 101 (Visitor Service)	(20,000)	48,000	48,000	48,000	48,000	38,000	40,000	40,000
890	98-17	Transfer out to 218		2,500				20,000	8,500	
<b>Total Transfer Budget</b>			<b>(20,000)</b>	<b>50,500</b>	<b>48,000</b>	<b>48,000</b>	<b>66,834</b>	<b>69,349</b>	<b>69,879</b>	<b>61,356</b>
<b>Net, Rev., Exp. &amp; Trfrs.</b>			<b>21,385</b>	<b>4,017</b>	<b>22,589</b>	<b>92,093</b>	<b>(17,086)</b>	<b>86,021</b>	<b>(244,974)</b>	<b>(189,309)</b>





## Summary NM Tourism Cooperative Grant “New Mexico True”

Date: July 17, 2017

To: Lodgers Tax Advisory Board

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**Application History NM Tourism Cooperative Matching Grant.** Mr. Wid Slick on behalf of Main Street de Las Vegas and a group of non-profit organizations including the City of Las Vegas applied for a matching grant from the NM Tourism Office under their NM True Cooperative Program. The tourism office has since awarded a contract to Main Street de Las Vegas with a match of \$58,400.00. *This grant award has been modified* and the City of Las Vegas has entered into an MOU with Main Street and will provide the funds to match the grant at \$46,400.00

### **Cooperative Participants**

The following groups were indicated as participants: CCHP, Rough Rider Motorcycle Rally, Las Vegas Arts Council, Chamber of Commerce, Friends of the Museum, Main Street de Las Vegas and the City of Las Vegas.

Most recently, it has been brought to staff attention that the Independent Business Alliance has been added to this group of non-profits and the Rough Rider Motorcycle Rally did not authorize participation.

### **Budget Considerations**

The City of Las Vegas Per their Memorandum of Understanding with the Main Street de Las Vegas, will prepare and submit all creative under this grant. The guidelines of NM True are stringent and creative content can vary very little. The City welcomes pictures of action, adventures and people as is stipulated by the NM True Brand. The City of Las Vegas has submitted the first of the creative requirements and met the deadline of August 10, 2017.

**See Cisneros Summary Below.**

## Cisneros Contract and Balances

The balance of the Cisneros contract, which runs through December 2017, will not cover the costs of creation of the ads and the original proposed television commercial.

**Original Contract Amount** **\$200,000.00**

### Less

Media Plan through December 31, 2017 (Print and Placement)	\$ 49,034.64
Social Media Plan through December 31, 2017	\$ 17,413.13
Website Updates through December 31, 2017	\$ 15,500.00
Non-Profit Marketing Packages - Markets <i>SPECIFIC</i> events	\$ 60,000.00

Additional Marketing Ads – Creation	\$ 23,675.06
Additional Marketing Events, Product – to be billed	\$ TBD
(T-shirt design, T-Shirt Print) – to be billed	\$ 7,000.00

**Balance of Cisneros Contract without outstanding:** **\$ 27,377.17**

### Participation (In-Kind) by Non-Profit Cooperative Partners (\$13,500.00)

The application indicated the In-Kind Value the Non-profits committed was \$13,500.00. The City has not been provided with a description of what in-kind will be from the partners.

## Dates of Promotion vs. Dates of Co-Op Events

\*Please note that Chamber of Commerce and Main Street de Las Vegas do not have regularly scheduled tourism events. If there is no Event Date or Event the ad would have to be generic.

Promotion	Promotion Date	Event Date	Event
Lamar Digital Board	September 2017 – August 2018	Generic NM True	
NM True Advertising to only show 30 seconds. 1 per week for 20 weeks	October 2017 X 20 Weeks	Generic NM True	
Continued on Next page			
NM Magazine	November 2017	December 2018	Electric Light parade (One Hour + shopping?)
True Adventure Guide (ad life must be an entire year)	February 2018	City has previously advertised w/our Brand	
NM Magazine Perhaps Fort Union through CCHP	April 2018	No Events during April, May or June	

### Benefit to Non-Profit Cooperative Partners

The participating non-profits will receive very little in the way of promoting their *specific* events, because of the dates of publication and the one-day dates of events.

### NM True Format

The production of print and radio ads must not deviate from the New Mexico True templates. Print must follow NM True format, which in the past only allows one line that indicates a "true" question and the line Las Vegas is New Mexico True. Unless the image is dynamic or unique to Las Vegas, these are not very impactful.

### Lodgers Board

The following obligations for FY 17/18 would not be enough in the budget to promote the City, Match and create NM True Ads and brand and market using our current unique brand and ad campaign.

\*Please note the grant match figure has changed since its original submittal and as such these numbers have changed.

	<b>PROPOSED FY 17/18 <u>Budget</u></b>	<b>Lodgers Revenue <u>Collections</u></b>
July 1, 2016 to May 31, 2017		\$287,632.24
Estimated June 2017		\$ 25,000.00
<b>Lodgers Tax Promo</b>	<b>\$300,000.00</b>	<b>\$312,632.24</b>
Transfer from FY 16/17 TBD*		
Less		
Salary	\$ 32,500.00	\$ 32,500.00
Benefits	\$ 6,195.00	\$ 6,195.00
Supplies	\$ 1,000.00	\$ 1,000.00
Travel Etc.	\$ 4,000.00	\$ 4,000.00
Other Rent, Phones Copying etc.	\$ 9,800.00	\$ 9,800.00
Admin Overhead etc.	\$ 8,400.00	\$ 8,400.00
Transfers for Admin & Reader Board	\$ 60,356.00	\$ 60,356.00
<b>Subtotal</b>	<b>\$ 177,749.00</b>	<b>\$190,381.24</b>
Less		
Cisneros Obligation for FY 2017 2018	\$ 100,000.00	\$ 100,000.00
<b>Subtotal 2</b>	<b>\$ 77,749.00</b>	<b>\$ 90,381.21</b>
<del>Subtract Coop Request</del>	<del>\$ 79,400.00</del>	<del>\$ 79,400.00</del>
Subtract Coop Request	\$ 46,400.00	\$ 46,400.00
 Balance (to cover Jan 1, 2018 to June 30, 2018)	 -\$ 31,349.00	 \$ 43,981.24

### Conclusion

Under this scenario we would have approximately between 31K and 43K to brand and market the City as a whole with new brand and/or ad campaign and promotion would be limited to the NM True Calendar listed (a few months out of the year) above with NM True ads and no promotion of other general city or larger events during the period of January 1, 2018 to June 30, 2018.

Should you have further questions or would like us to take further action, please do not hesitate to let us know. Thank you.

**Under this cover**

MMP NMTD Program Placement Matrix

Memorandum of Agreement NM Tourism Department and Main Street de Las Vegas.

Grant Application

Memorandum of Understanding city of Las Vegas and Main Street de Las Vegas.

**MEMORANDUM OF AGREEMENT**  
**BETWEEN THE NEW MEXICO TOURISM DEPARTMENT AND**  
**PUBLIC ENTITY, TRIBAL GOVERNMENT OR NON-PROFIT ORGANIZATION**

THIS AGREEMENT is between the State of New Mexico Tourism Department (NMTD) and MainStreet Las Vegas Corporation (Entity), collectively "Parties." This Agreement, numbered 18-418-3002-0011, is effective on the date of last signature, below.

**RECITALS**

WHEREAS, the New Mexico Legislature appropriated funds to NMTD for the purpose of stimulating statewide tourism activities; and,

WHEREAS, in the Laws of 2017, Chapter 135, Section 9, Item 26, the New Mexico Legislature authorized the marketing and promotions program of NMTD to grow advertising efforts by leveraging partnership dollars in the tourism enterprise fund; and,

WHEREAS, NMTD desires to coordinate this partnership effort through cooperative marketing programs with matching funds for certain non-profits, local and tribal governments; and,

WHEREAS, Entity wishes to leverage the New Mexico True brand (Brand), detailed in Exhibit A, and advertising and media related services provided by NMTD to stimulate tourism activities and is willing to contribute funds to further Parties' efforts,

NOW, THEREFORE, both Parties agree that this Agreement is entered into expressly and solely for the purpose and support of stimulating tourism in New Mexico.

IT IS THEREFORE AGREED in consideration of the mutual covenants and obligations contained herein and other good and valuable consideration, the receipt of which is hereby, acknowledged, the parties agree in consideration of the mutual covenants and conditions contained herein:

**AGREEMENT**

I. Scope and Deliverables shall be carried out as follows:

A. Entity shall:

1. Meet or exceed the requirements of its FY18 Cooperative Marketing Application submitted online to NMTD.
2. Promote travel within and/or to New Mexico through advertising and media efforts as defined in the FY18 Cooperative Marketing Application and approved by NMTD.
3. Make payment of \$58,400 the amount equal to that of the matching advertising award amount to perform the objectives set forth in the application attached to and made part of this Agreement.
  - a. Funds for Fall/Winter 2017 campaigns and creative shall be paid by August 7, 2017 and held in escrow in the tourism enterprise fund until paid to appropriate vendor(s) by NMTD.



### III. Copyright:

- A. All materials developed or acquired by the Entity under this Agreement shall become the property of the State of New Mexico. Nothing produced, in whole or in part, by the Entity under this Agreement shall be the subject of an application for copyright by or on behalf of Entity.
- B. NMTD may access and use Entity's advertisements at its sole discretion.

### IV. Terms and Conditions shall be agreed upon as follows:

- A. The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the Legislature of New Mexico. If sufficient appropriations and authorization are not made, this Agreement shall terminate upon written notice given by NMTD to the Entity. NMTD's decision as to whether sufficient appropriations are available shall be accepted by the Entity and shall be final.
- B. This Agreement shall become effective upon its execution by both parties through June 30, 2018. Either party may terminate or seek to further negotiate this Agreement upon ninety (90) days written notice to the other. In the event of termination, neither party may nullify obligations already incurred for performance or failure to perform, prior to the date of termination and any outstanding reimbursements shall be made pro rata.
- C. This Agreement shall not be altered, changed, or amended except by instrument of writing executed by both parties.
- D. Entity shall fully indemnify, defend and hold NMTD, its officers, agents and employees harmless from any liability, losses or damages that it may suffer as a result of claims, suits, demands, costs or judgments against Entity or NMTD that directly or indirectly result from or arise in connections with the activities to be carried out pursuant of this MOA. Any liability in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act.
- E. This Agreement is governed by the laws of the State of New Mexico. The agreement by Entity to abide by the laws of the State of New Mexico and to comply with any other terms of conditions of this Agreement shall only waive the Entity's sovereign rights to the extent specifically agreed to by the terms of this Agreement.
- F. This Agreement is not intended to and does not create any rights in any persons or entity not a party hereto.

**V. Notices:**

Any notice required to be given to either Party shall be in writing and delivered in person, by courier service or by electronic mail, facsimile, U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To New Mexico Tourism Department:  
Andrea M. Lawrence  
Brand Development & Marketing Specialist  
491 Old Santa Fe Trail | Santa Fe, NM 87501  
505-795-0108 | [andrea.lawrence@state.nm.us](mailto:andrea.lawrence@state.nm.us)

To Entity:  
MainStreet Las Vegas Corporation  
Mr. Wid Slick  
500 Railroad Avenue  
Las Vegas, NM 87701

**AUTHORITY**

The person signing below for the Entity has the authority to bind the Entity without further resolution or authorization by Entity's organization.

This Agreement becomes effective as of the date of execution by the State of New Mexico.

By: \_\_\_\_\_  
Entity Name

By: \_\_\_\_\_  
Rebecca Latham

\_\_\_\_\_  
Entity Title

Cabinet Secretary, Tourism Department

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**New Mexico Taxation & Revenue Department**

The records of the New Mexico Taxation and Revenue Department reflect that the Contractor is registered with the Taxation and Revenue Department to pay gross receipts and compensating taxes, if applicable.

**New Mexico CRS ID:** \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_



Partner Name:	MainStreet Las Vegas Corporation
Primary Contact Name:	Wid Slick
Email:	widslick100@gmail.com
Phone:	505-426-5332

NMTD MMP Publisher	Placement	Timing	TOTAL Partner Cost	Channel	Creative/Inputs Due	Partner Payment Due
NM Mag Integrated	Full page Advertorial (X2 in each issue - Nov & Apr) + DIGITAL 2 e-newsletter True co-Branded Nov & April 2 Month Web promo - with lifetime link on web site Nov & April	Nov 2017 & April 2018	\$10,500.00	Print	8/30/17	8/7/17
True Adventure Guide	Full Page (2x - Double truck)	Feb '18	\$11,900.00	Print	8/18/17	8/7/17
Lamar and Clear Channel Outdoor - New Mexico/El Paso	Multiple static OOH Board placements based on partner geography targets statewide (including vinyl production) and/or Digital Bulletin and Digital Poster Placements in ABQ. Specific locations approved by partner. Pricing is for 2 month buy. El Paso may be included with minimum \$8,000 partner opt in.	Oct 2017 - Sept 2018	\$24,000.00	OOH	8/1/17 (estimated)	8/7/17
TripAdvisor (Canceled by Wid 8/9/17)	<del>PACKAGE 1</del> <del>STANDARD-AD-300x600-300x250-728x90-</del> <del>(300x250-desktop-and-mobile)-923,811-</del> <del>Impressions</del>	<del>Feb-Apr-2018</del>	<del>50.00</del>	<del>Digital &amp; Video</del>	<del>1/2/18</del>	<del>8/7/17</del>

TOTAL PARTNER COST (to be matched 1:1 by NMTD)	\$46,400.00
SUB-TOTAL CREATIVE DUE THROUGH JAN 2018 - PAYMENT DUE 8/7/17	\$46,400.00
SUB-TOTAL CREATIVE DUE AFTER JAN 2018 - PAYMENT DUE 12/8/17	\$0.00

<b>PAYABLE TO:</b>	<b>For NMTD Admin Use ONLY:</b>	
New Mexico Tourism Department	Date Received:	PO Number:
Attn: Brandy Velarde - CoOp MMP Payments	Balance Forward:	Requested Amount:
491 Old Santa Fe Trail	Current Payment:	Remaining Balance:
Santa Fe NM 87501	Processing Date:	
505-827-7373	Approved:	

**NEW MEXICO**

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
Phone: (505) 426-5332  
Email: widslick100@gmail.com

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#### Applicant Profile

Legal Name	MainStreet Las Vegas Corporation
Date of 501(c)3 incorporation	08/10/2005
Address1	500 Railroad Avenue Las Vegas, New Mexico 87701 UNITED STATES
Telephone	(505) 617-6800
Primary Contact	Wid Slick
	Phone: (505) 426-5332 Email: widslick100@gmail.com
FEIN / TAX ID	20-3922979

**NEW MEXICO** True

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
Phone: (505) 426-5332  
Email: widslick100@gmail.com

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## Supporting Document Downloads

### Cooperative Marketing Grant Application Guidelines:

\*Paper applications will not be accepted, you must complete the entire application online and submit digitally. \*Incomplete applications will not be considered. Failing to complete a budget and/or upload required documentation will constitute an incomplete application. \*Allow ample time to complete the application in its entirety. There will be no deadline extensions granted for any reason.

Click on the links below to download supporting documents.

### NMTD Cooperative Marketing Grant Webinar Presentation (5/18/2017)

Opt-in Workbook

Glossary of Terms

Eligible/Ineligible Expenses for Flex Funds

Administrative and Technical Support:

For questions regarding the grant application process (such as eligibility requirements) or technical support necessary for the function of the online system (such as account creation, password assistance, form access and document upload) contact program manager Andrea Lawrence at 505-795-0108 or [Andrea.Lawrence@state.nm.us](mailto:Andrea.Lawrence@state.nm.us).

For media options and planning, creative requirements and deadlines, contact media strategist Tania Leichter at 619-253-7000 or [Tania@kconnollyassoc.com](mailto:Tania@kconnollyassoc.com).

To schedule 1:1 media plan consultations and for assistance with the MMP Opt-in Workbook, contact media coordinator Michelle Johnson at 303-921-0972 or [NMTrueCoOp@kconnollyassoc.com](mailto:NMTrueCoOp@kconnollyassoc.com).

For questions regarding the Flex reimbursement or reporting process, contact financial specialist Brandy Velarde at 505-500-7890 or [Brandy.Velarde@state.nm.us](mailto:Brandy.Velarde@state.nm.us).

**IMPORTANT** The New Mexico Tourism Department is not responsible for loss of data due to unstable Internet connections. It is the applicant's responsibility to ensure his/her computer is in good working order and the browser in use supports the online application software.



New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
Phone: (505) 426-5332  
Email: widslick100@gmail.com

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### Applicant Information

Please provide organization information including the person responsible for grant funds. If you did not personally attend one of the webinars, please indicate name, phone number and e-mail address of the representative from your organization who did attend.

**Organization Name**

MainStreet de Las Vegas

**NM CRS Tax ID Number**

20-3922979

**Financial Contact Name**

Wid Slick

**Financial Contact Phone**

505-426-5332

**Financial Contact E-mail**

widslick100@gmail.com

**Production Contact Name**

Wid Slick

**Production Contact Phone**

505-426-5332

**Production Contact Email**

widslick100@gmail.com

**Webinar Attendee Name**

Wid Slick

**Webinar Attendee Phone**

505-426-5332

**Webinar Attendee E-mail**

widslick100@gmail.com

**Are you collaborating with other entities on this tourism marketing effort?**

**If yes, complete table on next page. If not, proceed to the Advertising Campaign page.**

Yes

**NEW MEXICO**

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
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Email: widslick100@gmail.com

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### Collaborating Entities Table

List any and all collaborating entities involved including local, county and/or tribal government(s), IRS non-profit(s), or private sector business AND anticipated contribution(s) of each (cash or in-kind).

NOTE: private businesses contributing cash may not exceed 50% of applicant's total request amount.

	Cash Value	In-Kind Value
City of Las Vegas	79,400	5,000
Citizens Committee for Historic Preservation (CCHP)	0	3,000
Rough Rider Motorcycle Rally	0	1,000
Las Vegas Arts Council	0	2,000
Las Vegas San Miguel Chamber of Commerce	0	500
Friends of the Las Vegas City Museum	0	1,000
MainStreet de Las Vegas	0	1,000
<b>SubTotals:</b>	<b>79,400</b>	<b>13,500</b>
<b>Grand Totals:</b>	<b>79,400</b>	<b>13,500</b>

**NEW MEXICO**

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
Phone: (505) 426-5332  
Email: widslick100@gmail.com

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## Advertising Campaign

Take a moment to read these IMPORTANT INSTRUCTIONS!

This year's cycle (FY18) will have two phases: the Media Menu (MMP) and Flexible (Flex) Spending Programs. ONLY the MMP application is available at this time. Flex will be available at a later date, following MMP awards. Unlike the current (FY17) cycle, eligible entities may apply for BOTH MMP and Flex. Click to view the complete MMP Opt-in Workbook with specially negotiated rates and value-adds specifically for MMP.

Prior to proceeding with your MMP application, you need to be prepared with a prioritized, rank order list of your media menu requests, as well as timing and investment level for each. Use this MMP Opt-in Workbook to capture your MMP selections. Enter media selections within its three tabs, then enter your priority rankings into this application. Finally, upload the completed Excel Opt-in Workbook in the "Required Supporting Document Upload" area of this application.

Your application is a commitment to invest in the selected media items, at the indicated Partner Cost (which represents 50% of the negotiated rate). Approved menu items will receive a 1:1 match from NMTD. Grantee is no longer responsible for providing proof of placement or payment for reimbursement. In the event that there are more applicant requests than available CoOp funds, NMTD will consider your indication of rank order of priority of each of your menu requests, among other factors, to make funding decisions.

### Organization Focus:

*(<em>Describe your organization's primary focus.</em>)*

MainStreet's primary focus is to grow the tourism economy. All Las Vegas benefits but the businesses offering local foods, locally made items, and the unique culture of Las Vegas, located in our downtown historic buildings, benefit the most.

### What is the focus of your campaign, specific event, etc.

Want media where Las Vegas can be marketed both generally as venue for historic adventure and specifically as venue with exciting events. With advertising Las Vegas year-round as destination and certain months as destination for event.

### Brand Integration

*(<em>How will your advertising campaign integrate with the New Mexico True brand and support its brand essence, Adventure Steeped in Culture?</em>)*

Las Vegas will use Cisneros Design to integrate our local "Old Trails, New Adventures," emphasizing our 900 buildings on national historic register and unique multi-cultural community, with Tourism's statewide "Adventure Steeped in Culture."

### Share anything else the evaluation committee should know about your advertising campaign or MMP selections.

()

Past experience as 3-year NM True coop with 37% increase in lodger tax collections.

Design by Cisneros Design.

Non-profit partners put on events about Las Vegas history and culture.

Billboards on I-25 and in ABQ.

Enough money in lodger tax account.

**NEW MEXICO**

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
Phone: (505) 426-5332  
Email: widslick100@gmail.com

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## MMP Selections & Priority Ranking

### IMPORTANT INSTRUCTIONS! STOP and REVIEW!

If you haven't already, prior to proceeding with this MMP application, download the Opt-in Workbook, enter media selections within every tab and prepare a prioritized, rank order list of your media menu requests.

For every media selected on your Opt-In Workbook, enter your 50% portion in the Partner Cost column (enter \$0 for all others). In the event requested funds exceed available funds, we will need to know the order of importance for each of your selections. Enter that number in the Priority Ranking column (starting with 1 as your highest priority and ignoring the Subtotals and Expense Totals values).

MEDIA MENU OPTIONS	PARTNER Cost (your 50%)	Priority Ranking
PRINT OPTIONS	0	0
American Way	0	0
D Magazine	0	0
NM Magazine	10,500	2
NM True Adventure Guide	11,900	1
Outside Magazine	0	0
Southwest Inflight	0	0
Texas Monthly	0	0
OOH OPTIONS	0	0
DAL Love Flight Info Screens	0	0
DFW Digital Screens	0	0
DFW Digital Spectacular	0	0
HOU Hobby Digital Network	0	0
IAH Houston Recharge Stations	0	0
PHX Southwest Airlines Terminal Digital Directory	0	0
SAN Diego Digital Gate & Baggage	0	0
Austin, DAL, DFW Free WiFi	0	0
Clear Channel / Lamar	24,000	3
DIGITAL/VIDEO OPTIONS	0	0
ADARA Programmatic	0	0
Expedia Brands	0	0

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NEW MEXICO True

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
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Email: widslick100@gmail.com

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Facebook / Roots Rated	0	0
NCC TV Everywhere Video	0	0
NM True Television	9,000	5
OnTheSnow	0	0
Pandora Radio	0	0
Pixability Social Video	0	0
StackAdapt Native DSP	0	0
TripAdvisor	7,500	4
Video/Photo Production	0	0
SubTotals:	\$62,900	\$15
Expense Totals:	\$62,900	\$15



**NEW MEXICO**

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
Phone: (505) 426-5332  
Email: widslick100@gmail.com

Document Generated: Friday, July 14th 2017 2:59 pm

## Required Documentation



Title: IRS LETTER  
Completed: 0  
Published: 0  
Publisher:

IRS letter of 501 c3 word  
format reduced.pdf

Title: LAS VEGAS  
MAINSTREET OPT-IN  
FY18  
Completed: 0  
Published: 0  
Publisher:

MainStreet Las Vegas  
Opt In NMTD FY18  
FINAL.xls

Title: OPT-IN WORKBOOK  
Completed: 0  
Published: 0  
Publisher:

Opt In NMTD FY18  
FINAL-MainStreet Las  
Vegas.pdf

**NEW MEXICO** *True*

New Mexico Tourism Department - NMTD CoOp Marketing FY18  
MMP  
MainStreet Las Vegas Corporation  
Application #CM180013

Primary Contact: Mr. Wid Slick  
Phone: (505) 426-5332  
Email: widslick100@gmail.com

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### Sign and Submit

**Next Steps** Review your application in its entirety by clicking on the links in the Table of Contents to left hand side of the form, below the "Application Pages" header. From this "Sign and Submit" page, click "Save Work" at the bottom of the page to ensure all application data is saved. Clicking Save Work does not submit your application. Click Next to proceed to the Submit Application page.

If any required field is missing a response or information, a red error will appear directing you to the location that requires attention. Click on the blue link; it will take you to the field with the incorrect or missing information. Once any and all errors and omitted information have been corrected you will be able to submit your application by clicking on the Submit button at the bottom of the "Submit Application" page. Once the application has been submitted, it cannot be modified. You may access your application in read-only mode to download and print copies. Ineligible and/or incomplete applications will not be reviewed.

**Date Due** Completed applications must be submitted on or before 5:00PM (MT) on Monday, June 12, 2017. Late or incomplete applications will not be considered. All applications must be submitted via this online process. Paper applications will not be considered. **Electronic Signature** By typing your name in the box, you signify that you are an agent of the applying organization and are authorized to submit this application.

**Electronic Signature**  
Wid Slick

**Date Submitted**  
2017-6-9



MEMORANDUM OF UNDERSTANDING  
BETWEEN THE CITY OF LAS VEGAS and MAINSTREET DE LAS VEGAS  
FOR NMDT "New Mexico True" Advertizing Campaign

This Contract is entered into this 9<sup>th</sup> day of August, 2017, between the City of Las Vegas, New Mexico, a Municipal Corporation, and MainStreet de Las Vegas, a non-profit corporation.

WHEREAS, MainStreet de Las Vegas secured matching funds from the New Mexico Department of Tourism for the City of Las Vegas and special event partner organizations to use to market Las Vegas, its attractions and events;

WHEREAS, the City of Las Vegas has provided \$46,400.00 in lodger's tax funds for the matching requirements of the NMDT grant;


WHEREAS, the City of Las Vegas has committed "in kind" contributions of staffing and technical expertise;

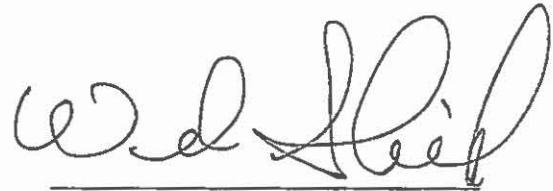
WHEREAS, requirements and deadlines set by New Mexico Department of Tourism must be met to complete this marketing campaign;

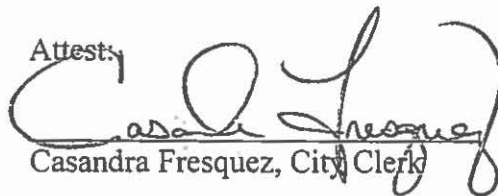
City of Las Vegas and MainStreet de Las Vegas, on behalf of its special event partner organizations, agree as follows:

1. City will send a check for \$46,400.00 to New Mexico Department of Tourism on or before August 14, 2017. City is not responsible for any additional expenses.
2. City staff will be solely responsible for meeting artwork requirements of New Mexico Tourism Department grant by deadline dates: November New Mexico Magazine August 10, 2017; New Mexico True Adventure Guide August 18, 2017; billboard(s) September 1, 2017; website(s) October 15, 2017; April New Mexico Magazine December 13, 2017.
3. A Design Committee, consisting of Annette Velarde, Virginia Marrujo, and Wid Slick will make all decisions by consensus about final artwork design from among submissions that meet New Mexico True design guidelines.
4. MainStreet de Las Vegas and Wid Slick shall be advised by a committee consisting of Andy Kingsbury, Susie Tsyitee, and Meredith Britt. Members of the Advisory Committee may submit designs for consideration.
5. Wid Slick will be in charge of managing this marketing effort for MainStreet de Las Vegas and its special event partner organizations; Richard Trujillo will be in charge of managing this marketing effort for City of Las Vegas.

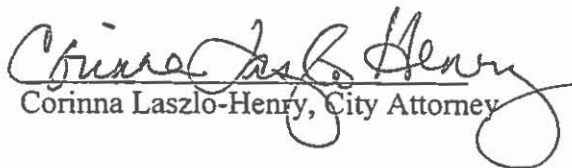
IN WITNESS WHEREOF, the parties hereto have signed and executed this agreement on the day and year first above written:

  
Richard Trujillo, City Manager  
City of Las Vegas

  
Wid Slick  
MainStreet de Las Vegas

Attest:  
  
Casandra Fresquez, City Clerk

Approved as to legal sufficiency:

  
Corinna Laszlo-Henry, City Attorney



Visit [lasvegasnm.com](http://lasvegasnm.com)

or

[damnauthentic.com](http://damnauthentic.com)



CISNEROS DESIGN

## Estimate

Cisneros Design, Inc.  
 Building 200  
 2904 Rodeo Park Drive East  
 Santa Fe, New Mexico 87505  
 505.471.6699  
 www.cisnerosdesign.com  
 Sarah Williams

### City of Las Vegas

Annette Velarde

Estimate Date: 3/6/2017

Revision: 1

Estimate Number: 687

Project Number: 17-LVNM-60101

Estimate Name: Website • Management & Maintenance 2017

Estimate Description: This estimate includes creative direction, design, project management and copy writing for managing the City of Las Vegas, NM tourism website. Cisneros Design will continue as managing editor for planning, writing, organizing, and updating the site on a monthly basis. Pricing including NM Gross Receipts Tax is \$16,788.44. Invoicing will be sent to client on a monthly basis.

#### SERVICES INCLUDE, BUT ARE NOT LIMITED TO:

- Reviewing site to make sure everything is functioning properly
- Checking for and implementing updates for plug-ins and theme
- Checking for inquiries
- Monthly content update report and recommendations for upcoming posts
- Organizing posts on home page according to importance or upcoming ad focus
- Checking for event submissions, updated events calendar
- Miscellaneous requests and repairs
- Creating 2 post per month (this includes researching subject, writing, image/video search, contacting sources, formatting, determining categories and tags, etc.)
- Monthly Google Analytic data

#### POSSIBLE FEEDS FOR OUTSIDE SERVICES NOT INCLUDED:

- Stock photography/illustrations, custom photography, copy writing and video production

#### ADDITIONAL SERVICES NOT INCLUDED:

- Wordpress training: not included but available if needed (at an additional fee)

#### TIMING:

- April 2017 - December 2017 9 months = \$1865.38

Does this include  
posting?

#### DESIGN AND PROJECT MANAGEMENT

\$15,500.00

Please review the details of this estimate carefully. If no changes are needed, please sign your approval below, and email or fax back. Thank you.

Approved by:

*Annette Velarde*

3/13/17

Approval Date

This estimate does not include charges for electronic images and photography, copywriting and copyediting, printing and fabrication, changes at printer proof stage, courier services and freight, or applicable taxes. This estimate is based on our knowledge of the project at this time. If the scope of the project changes, a new estimate will be required. Printing is subject to a 10% over or under run. Pricing is valid for 30 days from the date of this estimate. Written acceptance of this estimate assumes acceptance of Cisneros Design's Standard Terms & Conditions.



**Re: Website Management & Maintenance 2017**

Sarah Williams [sarah@cisnerosdesign.com]

Sent: Mon 3/13/2017 4:31 PM

To: Today Jara L Shorty

Cc: Yvette Gonzales; Annett Velarde; Annette Velarde

Tiara,

As stated in the estimate, we will create 2 posts per month, which includes researching subject, writing, image/video search, contacting sources, formatting, determining categories and tags. These posts will be posted to the site just like the other posts.

Yes, the timing is April through December (9 months):  $\$16,788.44/9 = \$1,865.38$ .

Thank you,  
Sarah

Sarah Williams  
**CISNEROS DESIGN**  
Building #200  
2904 Rodeo Park Dr. East  
Santa Fe, NM 87505

p. 505.471.6699  
d. 505.780.8502  
f. 505.438.0436  
[cisnerosdesign.com](http://cisnerosdesign.com)



# City of Las Vegas Print Media Plan



LAS VEGAS Tourism PROPOSED_FY17_Media																																																																			
2017																																																																			
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				2	9	16	23	30	6	13	20	27	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25								
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# City of Las Vegas Social Media Plan

## 2017 Social Media Strategy for Las Vegas NM "Damn Authentic" page 1 of 4

### Overview

Social media for travel brands serves a dual purpose in the marketing landscape. When social media accounts are first established, they provide a branding platform to entice leisure travelers to discover more about a destination. As the audience grows, the purpose becomes more about providing an online concierge service... letting travelers know what to do, where to eat, and where to stay. Las Vegas' social media content mix will include both a holistic overview of the destination plus useful travel information for fans/followers ready to plan a trip.

### Social Media Persona:

The primary social media audience for Las Vegas is travelers seeking an authentic experience. This category doesn't necessarily fit neatly into typical generation or geographic demographics. However, "authenticity" is extremely important to most Millennials. Las Vegas' social media voice will be built using psychographics that are typically associated with the Millennial generation but will have some crossover with the Boomer Generation. Content messaging across social media platforms should be aspirational and speak to the traveler who wants an authentic experience.

If Las Vegas were a person on social media, it's social media bio would look something like this:

***"Traveling off the beaten track. Give me the real thing. Show me what makes you authentic."***

### Las Vegas Tourism Content Philosophy:

The New York Times Customer Insight Group found that there are five key reasons consumers share content from brands or news outlets. Content created and/or posted on Las Vegas Tourism social media accounts should meet at least one of these consumer motives for sharing:

- 1) To bring valuable and entertaining content to others
- 2) To define ourselves to others
- 3) To grow and nourish our relationships
- 4) Self-fulfillment
- 5) To get the word out about causes or brands

### Tactics across all social platforms:

Show them what they're missing. Share photos of activities and places in Las Vegas they could be visiting right now. Use visitor photos liberally. For example, 99% of the photos Tourism Australia uses on its social media sites were taken by visitors. We will be monitoring all social platforms for great Las Vegas area photos posted publicly by visitors (especially ones taken by visitors to Las Vegas) and use them across all social media accounts with proper photo credit to the traveler/social account.

Encourage our fans and followers to share their Las Vegas stories using the hashtag #DamnAuthentic. Although #LasVegasNM is currently in use by some social media users, promoting a custom hashtag allows us to distinguish our own posts from others and measure more effectively once we start seeing an uptick in usage of that hashtag. In addition, we will continue to use #oldtrails #newadventures.

In 2016, the most popular hashtags used on photos shared from Las Vegas, New Mexico by users were: #nmfilm #moviemaking #filmmaking #filmlife #nm and #sunset. The high proportion of film hashtags was due in part to people involved in films shooting in the Las Vegas area, but also people visiting film locations. We will make sure that we also use these hashtags where filming in Las Vegas is concerned when we post our own original photo content.



## 2017 Social Media Strategy for Las Vegas NM "Damn Authentic" page 2 of 4

We will continue to utilize popular hashtags already in use in the wild (when relevant to the content post topic, particularly when they relate to proposed Las Vegas trails) to attract our target audience. Those hashtags include: #LasVegasNM #NewMexico #NMFlavors #NMFilm #NewMexicoTrue #GetOutside #GetOutdoors #MusicMonday #TravelTuesday #TipTuesday #WineWednesday #WoofWednesday #WanderlustWednesday #TBT #ThrowbackThursday #ThirstyThursday #FoodFriday #FollowFriday #history #heritage #ghostadventure

### **FACEBOOK:** <https://www.facebook.com/visitlasvegasnm>

Facebook is still the largest and most popular social media account for adults of all ages and remains the greatest social influencer for leisure travelers. Inspirational and lifestyle content resonates the best on Facebook which makes photos and videos especially important for this platform.

**Year 2 Goal:** Consistent monthly growth of fans in the adventuresome traveler psychographic (at least 30 new fans per month organically and 150 -300 new fans per month through targeted Facebook ads). We outperformed this goal in 2016 between May and October building the fan base from 795 fans to 3,094 fans.

### **Tactics**

#### **1. Original Content Posts:**

- Professional photographs or photographs taken by us.
- Status updates composed by us, but utilizing visitor photos posted publicly on monitored social media channels.
- Links to specific information about special events and 99 reasons to visit or love Las Vegas on the Las Vegas website.
- Links to the websites of our partner organizations and tourism-related businesses/attractions.

#### **2. News/Blog Posts**

We will constantly be monitoring the internet for news stories and blog posts about Las Vegas, New Mexico and Las Vegas tourism related businesses/attractions. Those stories and blog posts will be posted as they come out but will also be used throughout the year if the content (like #10Best, reviews, etc.) remain ever-green.

#### **3. Content Sharing from Las Vegas Businesses**

Content Sharing from Las Vegas Businesses: Share posts from the Facebook pages of hotels, inns, B&B's, restaurants, galleries, shops and attractions to assist them in reaching the Las Vegas traveler.

#### **4. Facebook Ads**

- For 6 months we will utilize a Facebook ad budget of \$250 per month to grow the Las Vegas tourism Facebook fanbase.
- Ad Goal: Page Likes
- Target Audience: Men and women in the United States, ages 18-54 who fit at least one of the following:
  - Persona: Free spirits, extroverted, driven, open, fun-loving, adventurous
  - Interests: Shopping, dining, performing arts, festivals, outdoor/nature, architecture, historic sites, hands-on activities, New Mexico or Las Vegas, New Mexico.
  - Behaviors: All frequent travelers, leisure travelers or personal travelers (US).

#### **5. Quarterly Giveaways**

Las Vegas Getaways - These should include at least a two night stay plus, one activity and one or two meals. Entrants must have a Facebook profile and provide their email address (to grow Las Vegas e-news list). This will only be done if there are Las Vegas businesses willing to participate.

## **TWITTER**

Twitter is best used by destinations looking for social media influencers. Therefore, Las Vegas' primary target audience on Twitter will be:

- 1.) Twitter users in Northern New Mexico who have large followings (1000 people or more) and/or consistently tweet positive messages about Las Vegas, Santa Fe and/or other destinations in Northern New Mexico.
- 2.) Travel bloggers who routinely blog and tweet about outdoor destinations, cocktail culture, heritage/cultural travel and family destinations who have a Klout score of at least 60 or better. (The Klout Score is a number between 1-100 that represents your influence. The more influential you are, the higher your Klout Score)
- 3.) Local, National and Travel Media with particular attention to media outlets who have talked about Las Vegas and Northern New Mexico in the past or consistently share stories about travel in the Southwest.

**Year 2 Goal:** At least 1-2 new followers per day resulting in at least 750 quality followers by the end of the year. In 2016, we built the twitter following from 0-327 between May and October. We believe a consistent daily presence throughout 2017 will yield greater results than this.

### **Tactics:**

1. Communicate new news about Las Vegas' assets and events.
2. Invite followers to become a fan on Facebook (i.e. to enter Facebook quarterly contests).
3. Respond to Twitter users talking about Las Vegas and New Mexico. Retweet their tweets.
4. Retweet items from Las Vegas business/attractions Twitter accounts.
5. Provide customer service when someone on Twitter asks a question about Las Vegas or New Mexico.
6. Grow followers by following users who are already following other Northern New Mexico tourism Twitter accounts and Las Vegas business/attraction Twitter accounts.
7. Grow followers by continually following users who fit the Twitter target audience.

## **INSTAGRAM**

We are still in the early days of the Instagram Influencer. However, what we do know is that posts by Instagram Influencers are more viral than posts by bloggers, Twitter users or Facebook users, and they are more immediate. This social media user tends to be a millennial, a smartphone user, are already in-market posting about the destination, are visual and hopefully, viral. One of the most successful travel brands on Instagram, is a U.S. government agency that spends very little money, but has excellent content to work with. The U.S. Department of the Interior is the voice of the U.S. National Park Service. It shares Instagram user images from across the country. We will use their model as our own for Las Vegas.

**Year 2 Goal:** At least one new follower per day for a total of 750 quality, engaged followers by the end of the year. In 2016 we built the newly launched Instagram account to 240 followers between May and October so we feel a consistent daily presence in 2017 will yield higher results.

**Tactics:**

1. Post original photos owned/commissioned by Las Vegas with appropriate hashtags.
2. Repost photos by Las Vegas area visitors and residents that are on-brand or fit with the 99 "Prove It" reasons to love Las Vegas with our own message and photo credit to original IGer.
3. Grow followers by following users who are already in state and posting about Northern New Mexico.
4. Encourage the use of the hashtag #DamnAuthentic

New research shows that millennials and boomers both trust and pay greater attention to user-generated content. This means that although it is important for us to share photos we have taken as part of our over-all marketing campaigns, it is more important for us to track and re-share photos and testimonials from visitors as we move forward.

**Community Training Session**

The Social Media team will provide 1 community training session every six months as needed in order to gather partners and help local businesses utilize social media for promotion. This service is provided at no cost as long as the monthly implementation/strategy retainer is in place. Travel costs are additional. This sets a clear example of what local businesses should also be doing and is easier to visualize the types of posts to create.

**Budget**

*Invoicing will be billed on a monthly schedule*

**Monthly Fees:**

Monthly Social Media Management & Implementation of Strategy	\$ 1,000.00
Monthly Facebook Advertising	250.00

**Annual Cisneros Services:**

Design and Project Management	2,000.00
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<b>Total</b>	<b>\$ 17,000.00</b>
NM Gross Receipts Tax	1,413.13

<b>Estimated Annual Total (January-December)</b>	<b>\$ 17,413.13</b>
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Above pricing does not include charges for:

- > Travel costs for Social Media Training Sessions
- > Images and photography
- > Copy writing and copy editing
- > Courier services and freight
- > Applicable taxes

## Social Media Strategy for Las Vegas NM "Prove It"

page 1 of 5

### Overview

Social media for travel brands serves a dual purpose in the marketing landscape. When social media accounts are first established, they provide a branding platform to entice leisure travelers to discover more about a destination. As the audience grows, the purpose becomes more about providing an online concierge service... letting travelers know what to do, where to eat, and where to stay. Las Vegas' social media content mix will include both a holistic overview of the destination plus useful travel information for fans/followers ready to plan a trip.

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- 4) Self-fulfillment
- 5) To get the word out about causes or brands

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Encourage our fans and followers to share their Las Vegas stories using the hashtag #LVNMPProof (this will give us something to start measuring). Although #LasVegasNM is currently in use by some social media users, if we start promoting a custom hashtag we can distinguish our own posts from others and measure more effectively once we start seeing an uptick in usage of that hashtag.

Utilize popular hashtags already in use in the wild (when relevant to the content post topic, particularly when they relate to proposed Las Vegas trails) to attract our target audience. Those hashtags include: #LasVegasNM #NewMexico #NMFlavors #NMFilm #NewMexicoTrue #GetOutside #GetOutdoors #Music-Monday #TravelTuesday #TipTuesday #WineWednesday #WoofWednesday #WanderlustWednesday #TBT #ThrowbackThursday #ThirstyThursday #FoodFriday #FollowFriday #history #heritage #ghostadventure

### **FACEBOOK:** <https://www.facebook.com/visitlasvegasnm>

Facebook is still the largest and most popular social media account for adults of all ages and remains the greatest social influencer for leisure travelers. Inspirational and lifestyle content resonates the best on Facebook which makes photos and videos especially important for this platform.

**Year 1 Goal:** Consistent monthly growth of fans in the adventuresome traveler psychographic (at least 30 new fans per month organically and 150-300 new fans per month through targeted Facebook ads)

### **Tactics**

#### **1. Original Content Posts:**

- Professional photographs or photographs taken by us (at extra cost).
- Status updates composed by us, but utilizing visitor photos posted publicly on monitored social media channels.
- Links to specific information about special events and 99 reasons to visit or love Las Vegas on the Las Vegas website.
- Links to the websites of our partner organizations and tourism-related businesses/attractions.

#### **2. News/Blog Posts**

We will constantly be monitoring the internet for news stories and blog posts about Las Vegas, New Mexico and Las Vegas tourism related businesses/attractions. Those stories and blog posts will be posted as they come out but will also be used throughout the year if the content (like #10Best, reviews, etc.) remain evergreen.

#### **3. Content Sharing from Las Vegas Businesses**

Share posts from the Facebook pages of hotels, inns, B&B's, restaurants, galleries, shops and attractions to assist them in reaching the Las Vegas traveler.

#### **4. Facebook Ads**

- For 6 months we will utilize a Facebook ad budget of \$200 per month to grow the Las Vegas tourism Facebook fanbase.
- Ad Goal: Page Likes
- Target Audience: Men and women in the United States, ages 18-54 who fit at least one of the following:
  - Persona: Free spirits, extroverted, driven, open, fun-loving, adventurous
  - Interests: Shopping, Dining, Performing Arts, Festivals, Outdoor/Nature, Architecture, Historic Sites, Hands On Activities, New Mexico or Las Vegas, New Mexico.
  - Behaviors: All frequent travelers, Leisure travelers or Personal travelers (US).

#### **5. Quarterly Giveaways**

Las Vegas Getaways - These should include at least a two night stay plus, one activity and one or two meals. Entrants must have a Facebook profile and provide their email address (to grow Las Vegas e-news list). This will only be done if there are Las Vegas businesses willing to participate.

### **TWITTER**

*(We will need to establish a new account if login information cannot be provided for current account.)*

Twitter is best used by destinations looking for social media influencers. Therefore, Las Vegas' primary target audience on Twitter will be:

1.) Twitter users in Northern New Mexico who have large followings (1000 people or more) and/or consistently tweet positive messages about Las Vegas, Santa Fe and/or other destinations in Northern New Mexico.

2.) Travel bloggers who routinely blog and tweet about outdoor destinations, cocktail culture, heritage/cultural travel and family destinations who have a Klout score of at least 60 or better. (The Klout Score is a number between 1-100 that represents your influence. The more influential you are, the higher your Klout Score.)

3.) Local, National and Travel Media with particular attention to media outlets who have talked about Las Vegas and Northern New Mexico in the past or consistently share stories about travel in the Southwest.

**1 Year Goal:** At least 1 new follower per day resulting in at least 365 quality followers by the end of the year.

### Tactics:

1. Communicate new news about Las Vegas' assets and events.
2. Invite followers to become a fan on Facebook (i.e. to enter Facebook quarterly contests).
3. Respond to Twitter users talking about Las Vegas and New Mexico. Retweet their tweets.
4. Retweet items from Las Vegas business/attractions Twitter accounts.
5. Provide customer service when someone on Twitter asks a question about Las Vegas or New Mexico.
6. Grow followers by following users who are already following other Northern New Mexico tourism Twitter accounts and Las Vegas business/attraction Twitter accounts.
7. Grow followers by continually following users who fit the Twitter target audience.

## INSTAGRAM

*(We will need to establish a new account if login information cannot be provided for current account.)*

We are still in the early days of the Instagram Influencer. However, what we do know is that posts by Instagram Influencers are more viral than posts by bloggers, Twitter users or Facebook users, and they are more immediate. This social media user tends to be a millennial, a smartphone user, are already in-market posting about the destination, are visual and hopefully, viral. One of the most successful travel brands on Instagram, is a U.S. government agency that spends very little money, but has excellent content to work with. The U.S. Department of the Interior is the voice of the U.S. National Park Service. It shares Instagram user images from across the country. We will use their model as our own for Las Vegas.

**1st Year Goal:** At least one new follower per day for a total of 365 quality, engaged followers by the end of the year.

### Tactics:

1. Post original photos owned/commissioned by Las Vegas with appropriate hashtags.
2. Repost photos by Las Vegas area visitors and residents that are on-brand or fit with the 99 "Prove It" reasons to love Las Vegas with our own message and photo credit to original IGer.
3. Grow followers by following users who are already in state and posting about Northern New Mexico.
4. Encourage the use of the hashtag #LVNMPProof

## Social Media Strategy for Las Vegas NM "Prove It"

page 4 of 5

Through sharing, social media informs and inspires the adventurous traveler. Las Vegas' social media will help these travelers discover new places, learn new things and encourage them to do more in Las Vegas when visiting Northern New Mexico.

### Community Training Session

Wendy92 will provide 1 community training session every six months as needed in order to gather partners and help local businesses utilize social media for promotion. This service is provided at no cost as long as the monthly implementation/strategy retainer is in place. Travel costs are additional. The first training session will be scheduled at least 3-4 months after the social media is up and running. This sets a clear example of what local businesses should also be doing and is easier to visual the types of posts to create.

### Budget

#### One Time Fees:

Social Media Strategy	\$ 625
Set-up/Update/Launch Facebook, Twitter & Instagram	\$ 250

#### Monthly Fees:

Monthly Social Media Management & implementation of Strategy	\$ 1,000
Monthly Facebook Advertising	\$ 250

#### Annual Cisneros Services:

Design and Project Management	\$ 2,500
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**Estimated Annual Total (April-December) \$ 14,688**

Invoicing will be on a monthly schedule.

Above pricing does not include charges for:

- > Images and photography
- > Copy writing and copy editing
- > Courier services and freight
- > Applicable taxes



### About Wendy92, LLC

Located in Albuquerque, New Mexico, Wendy92 specializes in social media strategies and implementation for clients in hospitality, tourism, arts and culture. The company has a robust social media presence on Facebook, Twitter, LinkedIn, Pinterest, and Google+. In addition, we curate topics on Social Media and Tourism and Eco-Friendly Lifestyles on Scoop.It that provide the latest news from around the world on destination and hospitality marketing, social media best practices and case studies, green living, wellness, and eco-friendly ideas. Our Paper.li curated topic Travel and Hospitality goes out each morning Monday-Friday to subscribers—bringing together the latest news in travel talk on Twitter, and our Wendy92ification Daily goes out in the AM and PM Monday-Friday detailing the latest Twitter stories from all of our clients.

Wendy92, LLC is a member of the Santa Fe Chamber of Commerce, the Tourism Association of New Mexico and the Albuquerque Independent Business Alliance.

Wendy92 uses Hootsuite Enterprise to manage and monitor social media. Although many people and companies use Hootsuite Free and Hootsuite Pro, currently, we are the only Hootsuite Enterprise user in the state of New Mexico. 744 of the Fortune 1000 companies use Hootsuite Enterprise as their social media management tool.

Our investment in this technology provides the following advantages to clients utilizing Wendy92 to perform their social media updates and monitoring:

- Ongoing analysis of when your specific fans are online on Twitter and Facebook.
- Providing posting capabilities that determine the best time in a fluid/real time way to post new content when your fans are most likely to be logged into their social media accounts so the most people see your updates.
- Providing monthly reports that detail what posts were the most popular on Twitter and Facebook, as well growth, engagement and link click-through metrics for Twitter and Facebook posts.
- The ability to Geo-target individual posts for Facebook.
- Vanity URL's to track specific campaigns.

### Our Current Destination Clients:

Angel Fire, NM  
Carlsbad, NM  
Roswell, NM  
Santa Fe County

### Our Current Hotel/Resort Clients:

Hotel Parq Central  
La Fonda on the Plaza  
Ojo Caliente Mineral Springs Resort & Spa  
Sunrise Springs Integrative Wellness Resort





	A	B	C	D	E
1	Post Date	Packet	Description	Amount	Module
2	<b>Lodgers Tax/ Contractual Services 2016-2017</b>				
3	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	216.63	Accounts Payable
4	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	216.63	Accounts Payable
5	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	389.93	Accounts Payable
6	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	216.63	Accounts Payable
7	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	216.63	Accounts Payable
8	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	1533.71	Accounts Payable
9	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	216.63	Accounts Payable
10	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	1185.12	Accounts Payable
11	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	216.63	Accounts Payable
12	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	379.09	Accounts Payable
13	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	5523.94	Accounts Payable
14	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	1865.14	Accounts Payable
15	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	5957.19	Accounts Payable
16	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	216.63	Accounts Payable
17	06/14/2017	GLPKT17734	CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5	1533.71	Accounts Payable

	A	B	C	D	E
18	06/14/2017	<u>GLPKT17734</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1865.14	Accounts Payable
19	06/14/2017	<u>GLPKT17734</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	8543.31	Accounts Payable
20	05/31/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
21	05/31/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
22	05/31/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
23	05/31/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
24	05/31/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1527.21	Accounts Payable
25	05/30/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
26	05/30/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	8670.42	Accounts Payable
27	05/30/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
28	05/30/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
29	05/30/2017	<u>GLPKT17558</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
30	05/23/2017	<u>GLPKT17493</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1978.87	Accounts Payable
31	05/16/2017	<u>GLPKT17428</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	395.34	Accounts Payable
32	05/16/2017	<u>GLPKT17428</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1533.71	Accounts Payable
33	05/16/2017	<u>GLPKT17428</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
34	05/02/2017	<u>GLPKT17251</u>	<u>IBA GUIDE 2017 CONTRACT NO. 3265 17 3-15-17 4-30-</u>	8500	Accounts Payable

	A	B	C	D	E
35	05/01/2017	<u>GLPKT17251</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
36	04/11/2017	<u>GLPKT17023</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1533.71	Accounts Payable
37	04/04/2017	<u>GLPKT16959</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	216.63	Accounts Payable
38	04/04/2017	<u>GLPKT16959</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1028.97	Accounts Payable
39	04/04/2017	<u>GLPKT16959</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1261.84	Accounts Payable
40	03/14/2017	<u>GLPKT16724</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1425.4	Accounts Payable
41	02/28/2017	<u>GLPKT16561</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	1179.8	Accounts Payable
42	02/28/2017	<u>GLPKT16561</u>	<u>CIS DES FOR GRAPHIC PRO SER CONTRACT 3137-5</u>	2350.38	Accounts Payable
43	01/25/2017	<u>GLPKT16236</u>	<u>ADJUSTMENT</u>	-2	Accounts Payable
44	01/24/2017	<u>GLPKT16237</u>	<u>PRINTING 1500 RACK CARDS</u>	466	Accounts Payable
45	01/24/2017	<u>GLPKT16237</u>	<u>WEBSITE POST DESIGN PROJECT MANGEMENT SERVICE</u>	541.56	Accounts Payable
46	01/24/2017	<u>GLPKT16237</u>	<u>E-BLASTS DESIGN PROJECT MANAGEMENT SERVICES</u>	649.88	Accounts Payable
47	01/24/2017	<u>GLPKT16237</u>	<u>RACK CARDS DESIGN PROJECT MANAGEMENT SERVICES</u>	812.34	Accounts Payable
48	01/12/2017	<u>GLPKT16092</u>	<u>DEC.23,24,27 HOLIDAY CAROLS AT THE PLAZA GAZEBO JL</u>	450	Accounts Payable
49	11/21/2016	<u>GLPKT15705</u>	<u>DESIGN &amp; PROJECT MANAGEMENT OF 2 VISITOR GUIDE AD</u>	700	Accounts Payable
50	11/21/2016	<u>GLPKT15705</u>	<u>DESIGN &amp; PROJECT MANAGEMENT OF 2 VISITOR GUIDE AD</u>	58.19	Accounts Payable
51	11/21/2016	<u>GLPKT15705</u>	<u>ADVERTISING &amp; PROMOTION OF THE CONFERENCE 3-3-16</u>	1000	Accounts Payable

	A	B	C	D	E
52	11/21/2016	<u>GLPKT15705</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	15705.31	Accounts Payable
53	11/18/2016	<u>GLPKT15704</u>	<u>CREDIT ADJUSTMENT</u>	-0.01	Accounts Payable
54	11/15/2016	<u>GLPKT15663</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1193.61	Accounts Payable
55	11/15/2016	<u>GLPKT15663</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	357.43	Accounts Payable
56	11/07/2016	<u>GLPKT15606</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	2603.83	Accounts Payable
57	11/07/2016	<u>GLPKT15606</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	10155.9	Accounts Payable
58	11/07/2016	<u>GLPKT15606</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	119.14	Accounts Payable
59	10/12/2016	<u>GLPKT15319</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
60	10/12/2016	<u>GLPKT15319</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	704.03	Accounts Payable
61	10/12/2016	<u>GLPKT15319</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
62	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	704.03	Accounts Payable
63	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
64	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	5823.4	Accounts Payable
65	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	4777.67	Accounts Payable
66	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
67	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	57.41	Accounts Payable
68	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable

	A	B	C	D	E
69	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
70	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1503.38	Accounts Payable
71	10/03/2016	<u>GLPKT15269</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1497.96	Accounts Payable
72	09/20/2016	<u>GLPKT15147</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1359.32	Accounts Payable
73	09/13/2016	<u>GLPKT15072</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	4238.27	Accounts Payable
74	09/13/2016	<u>GLPKT15072</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	4933.63	Accounts Payable
75	09/13/2016	<u>GLPKT15072</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
76	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	796.1	Accounts Payable
77	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	996.48	Accounts Payable
78	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	324.94	Accounts Payable
79	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1061.46	Accounts Payable
80	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1282.42	Accounts Payable
81	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
82	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1678.85	Accounts Payable
83	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	704.03	Accounts Payable
84	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	11093.37	Accounts Payable
85	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable

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	A	B	C	D	E
86	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	4842.66	Accounts Payable
87	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
88	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	95.32	Accounts Payable
89	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	3050.08	Accounts Payable
90	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	3467.09	Accounts Payable
91	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	3837.51	Accounts Payable
92	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1195.77	Accounts Payable
93	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1849.98	Accounts Payable
94	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
95	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	11175.68	Accounts Payable
96	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1634.44	Accounts Payable
97	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	406.17	Accounts Payable
98	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	945.57	Accounts Payable
99	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	557.81	Accounts Payable
100	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	5203.33	Accounts Payable
101	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	704.03	Accounts Payable
102	08/17/2016	<u>GLPKT14826</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	2388.29	Accounts Payable

	A	B	C	D	E
103	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
104	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
105	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
106	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
107	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	2483.61	Accounts Payable
108	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
109	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	719.19	Accounts Payable
110	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	956.4	Accounts Payable
111	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	8055.2	Accounts Payable
112	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
113	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
114	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	3144.31	Accounts Payable
115	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	327.1	Accounts Payable
116	08/17/2016	GLPKT14826	GRAPHIC DESIGN & PROMOTIONAL SERVICES	108.31	Accounts Payable
117	08/02/2016	GLPKT14707	GRAPHIC DESIGN & PROMOTIONAL SERVICES	18584.26	Accounts Payable
118	08/02/2016	GLPKT14707	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable
119	07/26/2016	GLPKT14639	GRAPHIC DESIGN & PROMOTIONAL SERVICES	379.09	Accounts Payable



	A	B	C	D	E
120	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	3430.26	Accounts Payable
121	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	541.56	Accounts Payable
122	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1267.26	Accounts Payable
123	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
124	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1721.09	Accounts Payable
125	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1077.71	Accounts Payable
126	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	379.09	Accounts Payable
127	07/26/2016	<u>GLPKT14639</u>	<u>GRAPHIC DESIGN &amp; PROMOTIONAL SERVICES</u>	1624.69	Accounts Payable
128					
129			Totals	\$215,371.69	



	A	B	C	D	E
1	Post Date	Packet	Description	Amount	Module
2		<b>Lodgers Tax, Publication &amp; Advertising / July 1, 2016 - June 30, 2017</b>			
3	06/21/2017	GLPKT17813	Advertisement on Destinations	3247.81	Accounts Payable
4	06/14/2017	GLPKT17734	LV IBA BILLBOARDS I25 N. OF LV STORRIE LAKE	500	Accounts Payable
5	06/14/2017	GLPKT17734	LV IBA BILLBOARDS I25 N. OF LV STORRIE LAKE	500	Accounts Payable
6	06/14/2017	GLPKT17734	Final Payment of Railrunner Brand Ads	450	Accounts Payable
7	06/14/2017	GLPKT17734	ADVERTISEMENTS	38.75	Accounts Payable
8	05/23/2017	GLPKT17493	LVFIRSTIBA 2017 LV SM CO. VGUIDE/ADSIZE 1/4 PAGE	450	Accounts Payable
9	05/23/2017	GLPKT17493	LV IBA BILLBOARDS I25 N. OF LV STORRIE LAKE	500	Accounts Payable
10	05/01/2017	GLPKT17251	BUSINESS CARD PRINTS	81.84	Accounts Payable
11	05/01/2017	GLPKT17251	CHANGE ORDER	368.16	Accounts Payable
12	05/01/2017	GLPKT17251	TAX	37.41	Accounts Payable
13	04/19/2017	GLPKT17115	LV IBA BILLBOARDS I25 N. OF LV STORRIE LAKE	500	Accounts Payable
14	04/05/2017	GLPKT16959	TAX	7.48	Accounts Payable
15	04/05/2017	GLPKT16959	BUSINESS CARD PRINTS	90	Accounts Payable
16	04/05/2017	GLPKT16959	BUSINESS CARD PRINTS	157	Accounts Payable
17	04/05/2017	GLPKT16959	TAX	13.05	Accounts Payable
18	04/05/2017	GLPKT16959	RAILRUNNER BRAND ADS THRU 3/31/17	488.75	Accounts Payable

	A	B	C	D	E
19	03/28/2017	<u>GLPKT16875</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
20	03/14/2017	<u>GLPKT16724</u>	<u>LV IBA BILLBOARDS I25 N. OF LV STORRIE LAKE</u>	500	Accounts Payable
21	03/14/2017	<u>GLPKT16724</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
22	03/14/2017	<u>GLPKT16724</u>	<u>ADVERTISE CITY OF LV IN NM TRUE ADVENTURE MAGAZINE</u>	5600.25	Accounts Payable
23	03/07/2017	<u>GLPKT16651</u>	<u>BUSINESS CARD PRINTS</u>	402.16	Accounts Payable
24	02/27/2017	<u>GLPKT16522</u>	<u>242147 - ISSUE INVENTORY ITEMS</u>	9.25	Inventory
25	02/27/2017	<u>GLPKT16522</u>	<u>242147 - ISSUE INVENTORY ITEMS</u>	915.27	Inventory
26	02/13/2017	<u>GLPKT16428</u>	<u>INITIAL SITE UP</u>	360	Accounts Payable
27	02/13/2017	<u>GLPKT16428</u>	<u>BUSINESS CARD PRINTS</u>	698	Accounts Payable
28	02/13/2017	<u>GLPKT16428</u>	<u>STORAGE COST OF SHELLS</u>	180	Accounts Payable
29	02/13/2017	<u>GLPKT16428</u>	<u>MONTHLY HOSING</u>	191	Accounts Payable
30	01/31/2017	<u>GLPKT16290</u>	<u>LV IBA BILLBOARDS I25 N. OF LV STORRIE LAKE</u>	500	Accounts Payable
31	01/24/2017	<u>GLPKT16236</u>	<u>ADJUSTMENT</u>	-4	Accounts Payable
32	01/24/2017	<u>GLPKT16237</u>	<u>RADIO AD SPOTS ON ALL FOUR STATIONS. PROMO PARADE</u>	800	Accounts Payable
33	01/24/2017	<u>GLPKT16237</u>	<u>SALES TAX</u>	66.84	Accounts Payable
34	01/23/2017	<u>GLPKT16237</u>	<u>LV IBA BILLBOARDS I25 N. OF LV STORRIE LAKE</u>	3000	Accounts Payable
35	01/04/2017	<u>GLPKT16041</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
36	01/04/2017	<u>GLPKT16041</u>	<u>RADIO AD SPOTS ON BOTH STATIONS PROMO LIGHT PARADE</u>	417.32	Accounts Payable

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	A	B	C	D	E
37	01/04/2017	<u>GLPKT16041</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
38	01/04/2017	<u>GLPKT16041</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
39	12/27/2016	<u>GLPKT15983</u>	<u>ADVERTISE CITY OF LV IN THE SF VISITORS GUIDE</u>	5580	Accounts Payable
40	11/21/2016	<u>GLPKT15705</u>	<u>FULL PAGE AD IN WAGON MOUND BEAN DAY 7 X 9/12</u>	125	Accounts Payable
41	11/08/2016	<u>GLPKT15606</u>	<u>NM HIGH SCHOOL RODEO BELT BUCKLE SPONSOR</u>	850	Accounts Payable
42	10/18/2016	<u>GLPKT15404</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
43	09/20/2016	<u>GLPKT15147</u>	<u>ITEMS PURCHASED FOR MEETING 8/28/16 BEN MAYNES</u>	31.68	Accounts Payable
44	09/20/2016	<u>GLPKT15147</u>	<u>ITEMS PURCHASED FOR MEETING 8/18/16-ANNETTE</u>	113.42	Accounts Payable
45	09/13/2016	<u>GLPKT15072</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
46	08/17/2016	<u>GLPKT14826</u>	<u>ADVERTISEMENT FOR 20416 FIESTAS-COLOR AD</u>	228.08	Accounts Payable
47	08/17/2016	<u>GLPKT14826</u>	<u>ADVERTISEMENT FOR 20416 FIESTAS-FULL PAGE</u>	780	Accounts Payable
48	08/17/2016	<u>GLPKT14826</u>	<u>ADVERTISEMENT FOR 2016 FIESTAS- BACK PAGE</u>	205	Accounts Payable

	A	B	C	D	E
49	08/17/2016	<u>GLPKT14826</u>	<u>ADVERTISEMENT FOR 2016 FIESTAS-FULL PAGE</u>	437.82	Accounts Payable
50	08/17/2016	<u>GLPKT14826</u>	<u>ADVERTISEMENT FOR 2016 FIESTAS- DISCOUNT</u>	-90	Accounts Payable
51	08/10/2016	<u>GLPKT14772</u>	<u>ADVERTISEMENT OF 2016 FIESTAS-ORDER ID:0545-022</u>	1083.96	Accounts Payable
52	08/10/2016	<u>GLPKT14771</u>	<u>PRICE ADJUSTMENT</u>	-0.02	Accounts Payable
53	08/10/2016	<u>GLPKT14772</u>	<u>ADVERTISEMENT OF 2016 FIESTAS-ORDER ID:0545-023</u>	1083.96	Accounts Payable
54	08/10/2016	<u>GLPKT14772</u>	<u>RAILRUNNER BRAND ADS THRU 3/31/17</u>	488.75	Accounts Payable
55	07/14/2016	<u>GLPKT14503</u>	<u>1 COLOR FRONT-1 COLOR BACK-ADULT SHIRTS</u>	5700	Accounts Payable
56	07/14/2016	<u>GLPKT14503</u>	<u>1 COLOR FRONT-1 COLOR BACK YOUTH SHIRTS</u>	1500	Accounts Payable
57					
58			<b><u>TOTALS</u></b>	<b>42,605.24</b>	



# NON-PROFIT COMMUNITY MARKETING PROGRAM



**GOOD NEWS!** You have been awarded the CORE package for your upcoming event. The City of Las Vegas will help you promote your event with the following elements (worth a total value of \$1,100):



**AN INFORMATIONAL POST** on DamnAuthentic.com with links to participant website.



**EVENT CALENDAR LISTING** on the DamnAuthentic.com website.



**SOCIAL MEDIA POSTINGS** on City of Las Vegas Twitter, Instagram and Facebook.\*



**A CUSTOM REMOVABLE VINYL "PROOF" DECAL** to display on your wall or window.

OR



**A CUSTOM TEMPORARY STREET STENCIL** with eco-friendly spray chalk paint. Good for outdoor events with multiple locations.

\*Media experts will determine best placement and frequency.

## CREATIVE CONTENT AUDIT

In order to create your promotion package, please provide us with some information about the event. This questionnaire should be returned no later than 8 weeks prior to the event.

---

1. Provide a basic description of the event.

2. What are the dates?

Times?

Location?

Is there parking?

Are there any fees?

3. What are the key points that should be included in your informational post?

4. Please choose one custom "Proof" promotional item:

☒ Street Stencil

☐ Vinyl Window Decal

☐ Vinyl Wall Decal

5. Do you have a Twitter / Instagram / Facebook account? What are your profile names?

6. Do you have a specific hashtag that relates to your event?

7. Do you have photos that can be used in these components? If so, please provide link or zipped file to [eventsandfilms@gmail.com](mailto:eventsandfilms@gmail.com).

8. Should there be links to other sites (besides yours) on the informational post?

9. Are there any other needs that can be addressed (at additional cost)?

# NON-PROFIT COMMUNITY MARKETING PROGRAM

gle

Medium

## GOOD NEWS!

You have been awarded the MEDIUM package for your upcoming event. The City of Las Vegas will help you promote your event with the following elements (worth a total value of \$2,000):



**AN INFORMATIONAL POST** on DamnAuthentic.com with links to participant website. Plus inclusion in the Damn Authentic EVENTS CALENDAR.



**SOCIAL MEDIA POSTINGS** on City of Las Vegas Twitter, Instagram and Facebook.\*



**FREE E-BLAST PROMOTION** to recipients of the City of Las Vegas tourism newsletter.



**A CUSTOM REMOVABLE VINYL "PROOF" DECAL** to display on your wall or window.

OR



**A CUSTOM TEMPORARY STREET STENCIL** with eco-friendly spray chalk paint. Good for outdoor events with multiple locations.



**DIGITAL ADVERTISEMENT** (300px x 300px) on DamnAuthentic.com with links to your website for 30 days.

\*Media experts will determine best placement and frequency.

## CREATIVE CONTENT AUDIT

In order to create your promotion package, please provide us with some information about the event. This questionnaire should be returned no later than 8 weeks prior to the event.

---

1. Provide a basic description of the event.

2. What are the dates?

Times?

Location?

Is there parking?

Are there any fees?

3. What are the key points that should be included in your informational post?

4. Please choose one custom "Proof" promotional item:

☐ Street Stencil

☐ Vinyl Window Decal

☐ Vinyl Wall Decal

5. Do you have a Twitter / Instagram / Facebook account? What are your profile names?

6. Do you have a specific hashtag that relates to your event?

7. Do you have photos that can be used in these components? If so, please provide link or zipped file to **eventsandfilms@gmail.com**.

8. Should there be links to other sites (besides yours) on the informational post?

9. Are there any other needs that can be addressed (at additional cost)?



# NON-PROFIT COMMUNITY MARKETING PROGRAM



## GOOD NEWS!

You have been awarded the LARGE package for your upcoming event. The City of Las Vegas will help you promote your event with the following elements (worth a total value of \$3,500):



**AN INFORMATIONAL POST** on DamnAuthentic.com with links to participant website.



**SOCIAL MEDIA POSTINGS** on City of Las Vegas Twitter, Instagram and Facebook.\*



**FREE E-BLAST PROMOTION** to recipients of the City of Las Vegas tourism newsletter.



**A CUSTOM REMOVABLE VINYL "PROOF" DECAL** to display on your wall or window.

OR



**A CUSTOM TEMPORARY STREET STENCIL** with eco-friendly spray chalk paint. Good for outdoor events with multiple locations.



**DIGITAL ADVERTISEMENT (300px x 300px)** on DamnAuthentic.com with links to your website for 30 days.



**CUSTOM E-BLAST** writing, design and blast management for a specific e-blast to participant supplied email list.



**EVENT CALENDAR LISTING** on the DamnAuthentic.com website.

\*Media experts will determine best placement and frequency.

## CREATIVE CONTENT AUDIT

In order to create your promotion package, please provide us with some information about the event. This questionnaire should be returned no later than 8 weeks prior to the event.

---

1. Provide a basic description of the event.

2. What are the dates?

Times?

Location?

Is there parking?

Are there any fees?

3. What are the key points that should be included (in your informational post, e-blasts, etc)?

4. Please choose one custom "Proof" promotional item:

☒ Street Stencil

☐ Vinyl Window Decal

☐ Vinyl Wall Decal

5. Do you have a Twitter / Instagram / Facebook account? What are your profile names?

6. Do you have a specific hashtag that relates to your event?

7. Do you have photos that can be used in these components? If so, please provide link or zipped file to **eventsandfilms@gmail.com**.

8. What e-mail sender address should be used on e-blasts? (Default would be the City of Las Vegas).

9. Should there be links to other sites (besides yours) on the informational post?

10. Are there any other needs that can be addressed (at additional cost)?



# NON-PROFIT COMMUNITY MARKETING PROGRAM



**GOOD NEWS!** You have been awarded the X-LARGE package for your upcoming event. The City of Las Vegas will help you promote your event with the following elements (worth a total value of \$7,100):



**AN INFORMATIONAL POST** on DamnAuthentic.com with links to participant website. Plus inclusion in the Damn Authentic **EVENTS CALENDAR**.



**SOCIAL MEDIA POSTINGS** on City of Las Vegas Twitter, Instagram and Facebook.\*



**FREE E-BLAST PROMOTION** to recipients of the City of Las Vegas tourism newsletter.



**A CUSTOM REMOVABLE VINYL "PROOF" DECAL** to display on your wall or window.

OR



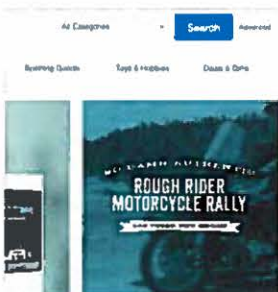
**A CUSTOM TEMPORARY STREET STENCIL** with eco-friendly spray chalk paint. Good for outdoor events with multiple locations.



**DIGITAL ADVERTISEMENT (300px x 300px)** on DamnAuthentic.com with links to your website for 30 days.



**CUSTOM E-BLAST** writing, design and blast management for a specific e-blast to participant supplied email list.



**ADS AND PARTICIPATION** in the City of Las Vegas Media Plan.\*



**A CUSTOM LANDING PAGE** integrated with and supported by DamnAuthentic.com.

\*Media experts will determine best placement and frequency.

## CREATIVE CONTENT AUDIT

In order to create your promotion package, please provide us with some information about the event. This questionnaire should be returned no later than 8 weeks prior to the event.

---

1. Provide a basic description of the event.

2. What are the dates?

Times?

Location?

Is there parking?

Are there any fees?

3. What are the key points that should be included (in your informational post, e-blasts, etc)?

4. Please choose one custom "Proof" promotional item:

☒ Street Stencil

☐ Vinyl Window Decal

☐ Vinyl Wall Decal

5. Do you have a Twitter / Instagram / Facebook account? What are your profile names?

6. Do you have a specific hashtag that relates to your event?

7. Do you have photos that can be used in these components? If so, please provide link or zipped file to **eventsandfilms@gmail.com**.
8. What e-mail sender address should be used on e-blasts? (Default would be the City of Las Vegas).
9. Should there be links to other sites (besides yours) on the informational post and landing page?
10. What major links/categories should be included on the landing page (up to three)?
11. Are there any other needs that can be addressed (at additional cost)?

**THANK YOU**

for submitting an application to the City of Las Vegas Marketing Committee. The committee will review your application based on specific criteria to include the size of your event. If your event is selected, the committee will ask for additional information to share with Cisneros Design to complete your promotional package. Events are an effective way to draw attention to Las Vegas. We appreciate the work and enthusiasm our non-profits put into organizing local events.

EVENT SIZE	PACKAGE INCLUDES	VALUE
<b>BASIC</b>	Website Post Social Media Identifiers Calendar Posting	\$1,100
<b>MEDIUM</b>	<b>PLUS</b> Digital Website Ad City E-Blast	\$2,000
<b>LARGE</b>	<b>PLUS</b> Custom E-Blast	\$3,500
<b>X-LARGE</b>	<b>PLUS</b> Media Plan Ad Custom Landing Page	\$7,100

AUTHENTIC

98



24  
25

26

27

28



## Acquisition Overview

Jun 5, 2017 - Jul 5, 2017

All Users  
100.00% Sessions

Primary Dimension:

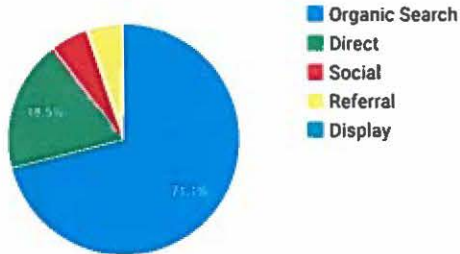
Conversion:

Top Channels

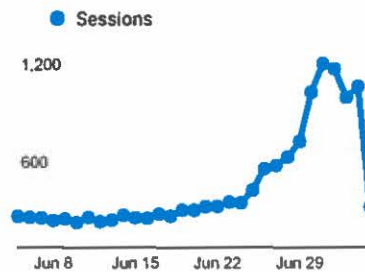
All Goals

[Edit Channel Grouping](#)

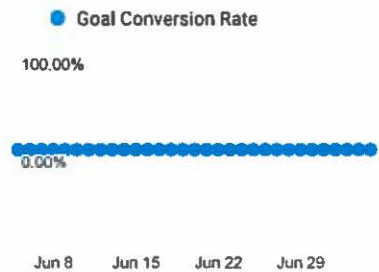
## Top Channels



## Sessions



## Conversions



## Acquisition

## Behavior

## Conversions

	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	11,956	66.51%	7,952	57.20%	2.36	00:02:12
1 Organic Search	8,497			56.40%		
2 Direct	2,212			61.84%		
3 Social	624			62.82%		
4 Referral	622			46.14%		
5 Display	1			0.00%		



## Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)To see all 5 Channels click [here](#).



## Demographics: Overview

Jun 5, 2017 - Jul 5, 2017

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

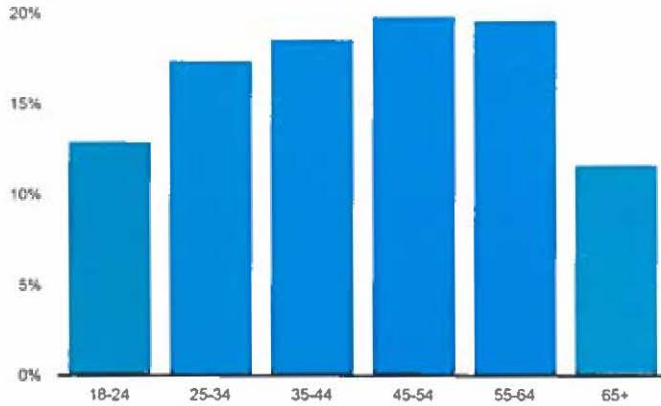


All Users  
100.00% Sessions

### Key Metric:

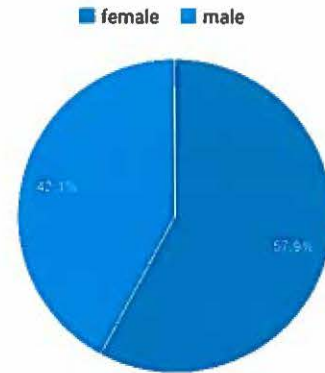
#### Age

61.25% of total sessions



#### Gender

63.53% of total sessions





## Interests: Overview

Jun 5, 2017 - Jul 5, 2017

Some data in this report may have been removed when a threshold was applied. [Learn more](#)All Users  
100.00% Sessions

## Key Metric:

Affinity Category (reach)		69.40% of total sessions	In-Market Segment		60.88% of total sessions
4.26%	Cooking Enthusiasts/30 Minute Chefs		5.40%	Travel/Hotels & Accommodations	
3.58%	News Junkies/Entertainment & Celebrity News Junkies		4.21%	Travel/Trips by Destination/Trips to North America	
3.18%	TV Lovers		2.12%	Travel/Air Travel	
3.11%	Shoppers/Value Shoppers		1.96%	Home & Garden/Home & Garden Services/Landscape Design	
3.00%	Family-Focused		1.95%	Employment	
2.77%	Book Lovers		1.62%	Real Estate/Residential Properties/Residential Properties (For Sale)	
2.51%	Fast Food Cravers			Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
2.50%	Shoppers/Bargain Hunters		1.57%	Autos & Vehicles/Auto Parts & Accessories	
2.36%	Green Living Enthusiasts		1.48%	Home & Garden/Home & Garden Services	
2.34%	Do-It-Yourselfers		1.43%	Home & Garden/Home Furnishings	

## Other Category

67.75% of total sessions

3.85%	Arts & Entertainment/Celebrities & Entertainment News
3.41%	News/Weather
2.15%	Food & Drink/Cooking & Recipes
2.04%	Travel/Hotels & Accommodations
2.03%	Arts & Entertainment/TV & Video/Online Video
1.46%	News/Sports News
1.46%	Shopping/Mass Merchants & Department Stores
1.27%	Real Estate/Real Estate Listings/Residential Sales
1.26%	Reference/General Reference/Dictionaries & Encyclopedias
1.19%	Arts & Entertainment/Events & Listings/Movie Listings & Theater Showtimes



## Overview

Jun 5, 2017 - Jul 5, 2017

All Users  
100.00% Sessions

## Explorer

## Summary

● Sessions

1,200

600

Jun 8

Jun 15

Jun 22

Jun 29

Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	11,956 % of Total: 100.00% (11,956)	66.56% Avg for View: 66.51% (0.08%)	7,958 % of Total: 100.08% (7,952)	57.20% Avg for View: 57.20% (0.00%)	2.36 Avg for View: 2.36 (0.00%)	00:02:12 Avg for View: 00:02:12 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	7,941 (66.42%)	62.86%	4,992 (62.73%)	60.27%	2.10	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	3,060 (25.59%)	75.16%	2,300 (28.90%)	49.74%	3.01	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	955 (7.99%)	69.74%	666 (8.37%)	55.60%	2.51	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



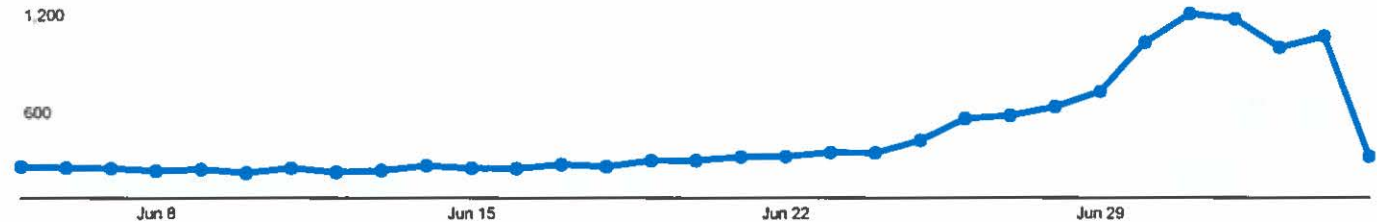
## Audience Overview

Jun 5, 2017 - Jul 5, 2017

All Users  
100.00% Sessions

## Overview

## Sessions



## Sessions

11,956

## Users

8,267

## Pageviews

28,266

## Pages / Session

2.36

## Avg. Session Duration

00:02:12

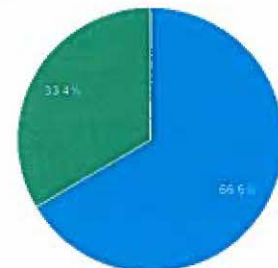
## Bounce Rate

57.20%

## % New Sessions

66.51%

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	11,701	97.87%
2. en-gb	73	0.61%
3. es-419	21	0.18%
4. de	16	0.13%
5. es	15	0.13%
6. es-es	11	0.09%
7. es-xl	11	0.09%
8. en-ca	9	0.08%
9. c	8	0.07%
10. en	8	0.07%



## Frequency &amp; Recency

Jun 5, 2017 - Jul 5, 2017

All Users  
100.00% Sessions

## Distribution

## Count of Sessions

## Sessions

11,956

% of Total: 100.00% (11,956)

## Pageviews

28,266

% of Total: 100.00% (28,266)

Count of Sessions	Sessions	Pageviews
1	7,958	18,837
2	1,924	4,374
3	770	1,762
4	403	921
5	241	498
6	154	324
7	108	204
8	76	151
9-14	176	514
15-25	77	191
26-50	3	5
51-100	26	334
201+	40	151



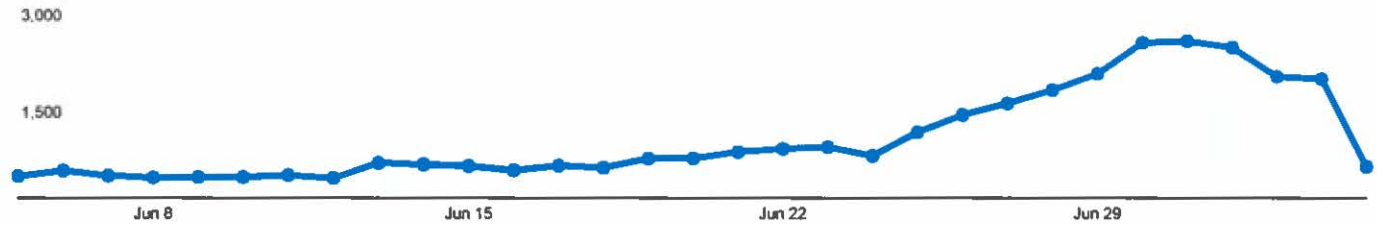
## Overview

Jun 5, 2017 - Jul 5, 2017

All Users  
100.00% Pageviews

## Overview

## ● Pageviews



Pageviews

28,266

Unique Pageviews

21,635

Avg. Time on Page

00:01:36

Bounce Rate

57.20%

% Exit

42.30%

Page	Pageviews	% Pageviews
1. /fiestas/	8,395	29.70%
2. /fiestas-schedule-june-28-july-1-2017/	2,328	8.24%
3. /fiestas-schedule-july-2-2017/	2,086	7.38%
4. /fiestas-schedule-july-4-2017/	2,055	7.27%
5. /	1,796	6.35%
6. /fiestas-schedule-july-3-2017/	1,623	5.74%
7. /2017-fourth-of-july-fiestas-las-vegas-nm/	1,451	5.13%
8. /montezuma-hot-springs/	763	2.70%
9. /events/	737	2.61%
10. /37-summer-drive-in-movie-theater/	568	2.01%





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Jul 01 - Jul 31, 17

Social Networks

  VisitLasVegasNM

  visitlasvegasnm

  Visit Las Vegas, New Mexico



## Visit Las Vegas, New Mexico

Sponsored ·



Like many great stars, Las Vegas continues to be discovered for her unique qualities the camera loves. [#damnauthentic](#) [#filmtrail](#)



**#27 Las Vegas, NM, Film Trail – VISIT LAS VEGAS,...**

**Learn More**

[visitlasvegasnm.com](http://visitlasvegasnm.com)



Sarah Williams and 66 others

18 Shares



## Visit Las Vegas, New Mexico

Sponsored · 



Every year, hundreds of motorcycle riders bring the thunder to Bridge Street in Las Vegas, New Mexico. It's an unforgettable sight - and sound July 27-30, 2017. [#damnauthentic](#)



### 2017 Rough Rider Motorcycle Rally – VISIT...

[visitlasvegasnm.com](http://visitlasvegasnm.com)

[Learn More](#)



Mona Lujan Medina and 73 others

3 Comments 34 Shares

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## Followers



**521**  
followers

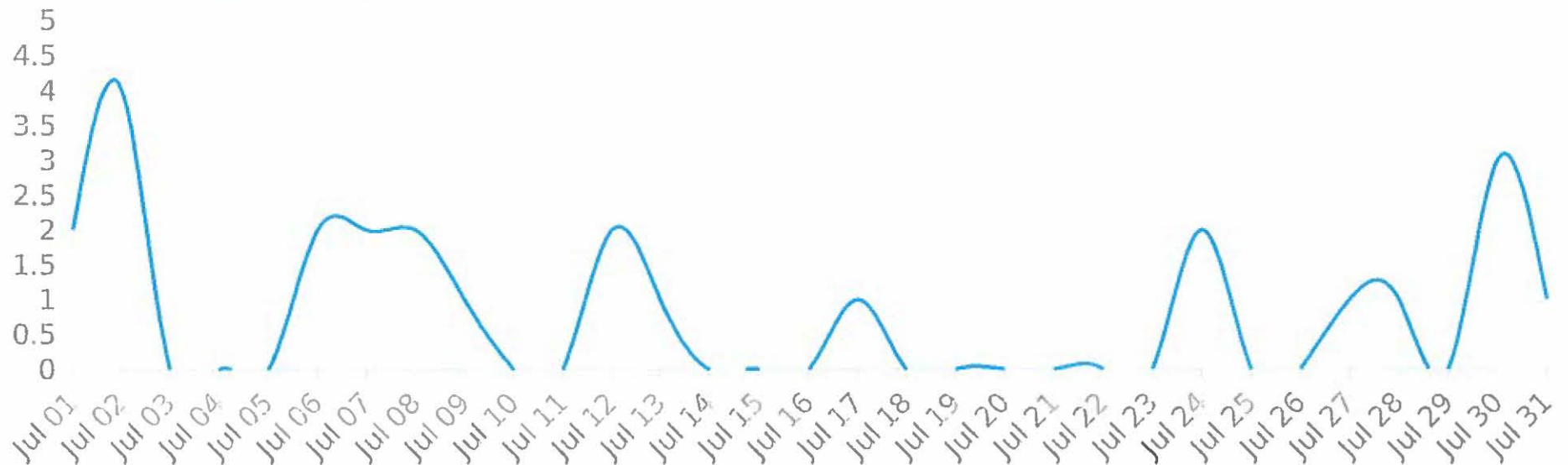
The number of people who are following your Twitter accounts



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Jul 01 - Jul 31, 17

## New Followers



The number of people who started following your Twitter accounts





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Fans



3.2K  
fans

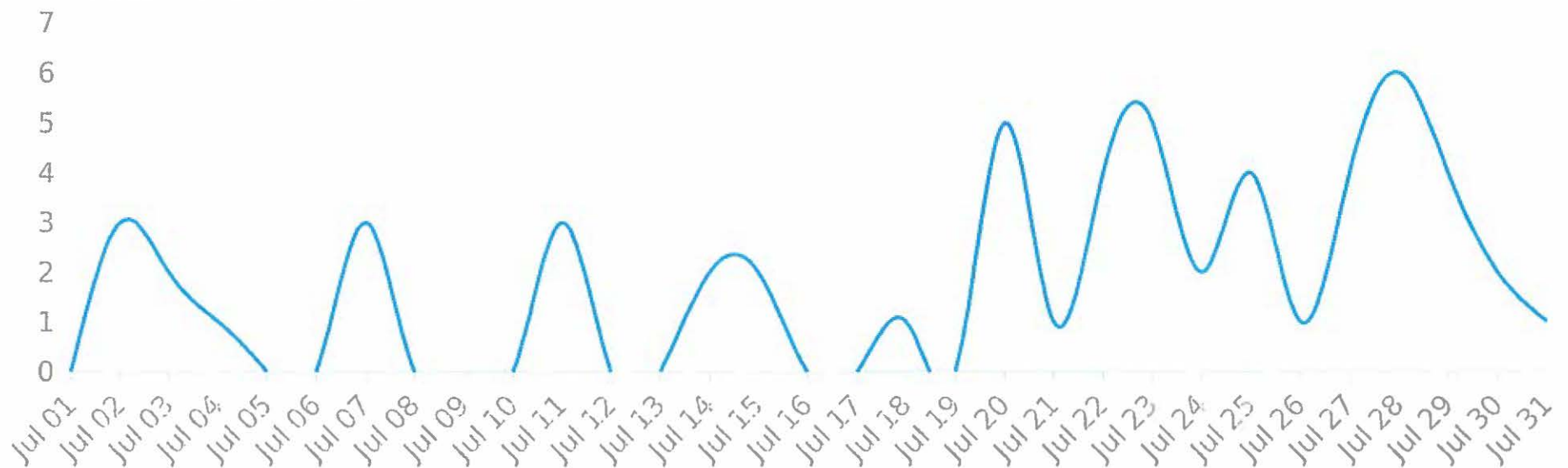
The total number of fans (people who liked the Page) for your Pages



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## New Fans



The total number of new fans for your Pages



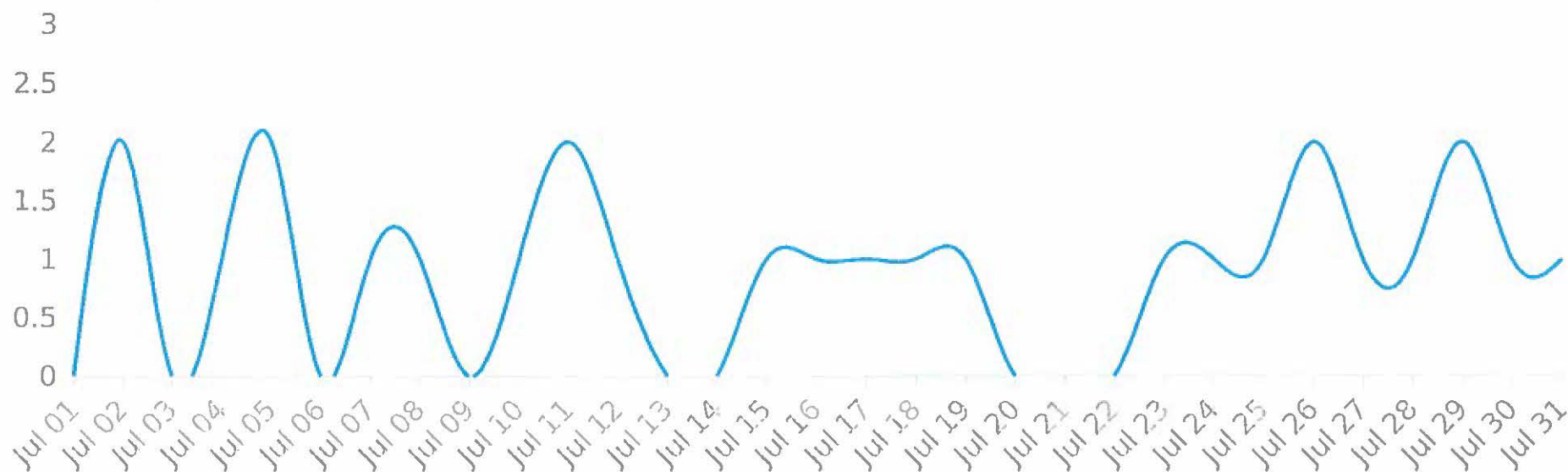
11/4



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## Posts



The total number of posts that have been published on your Pages

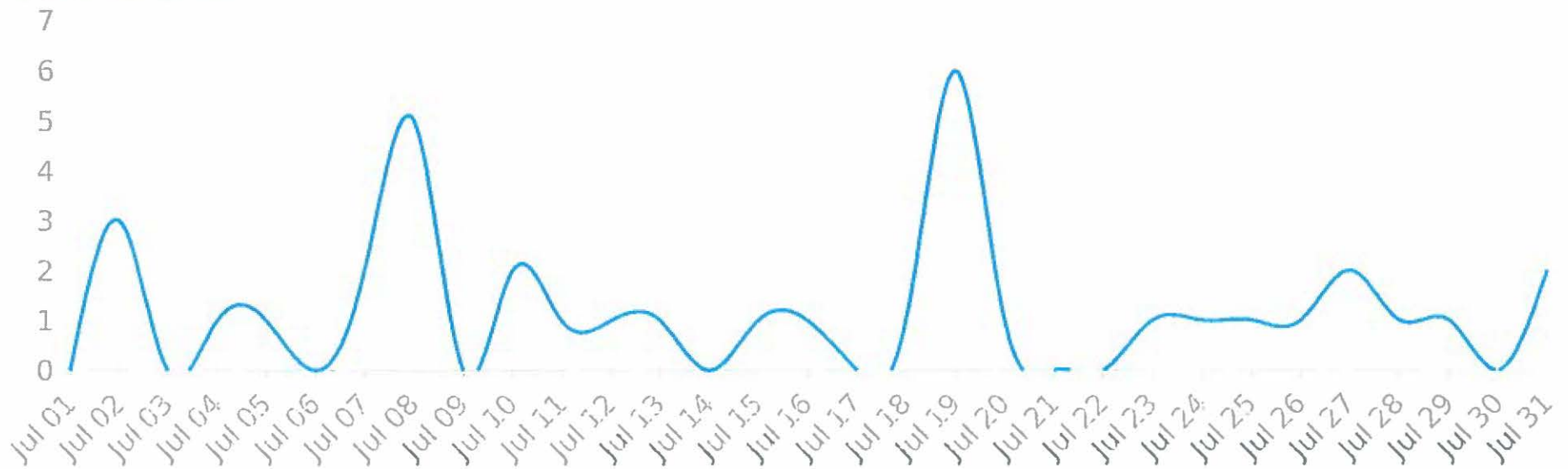


1/5

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## Tweets



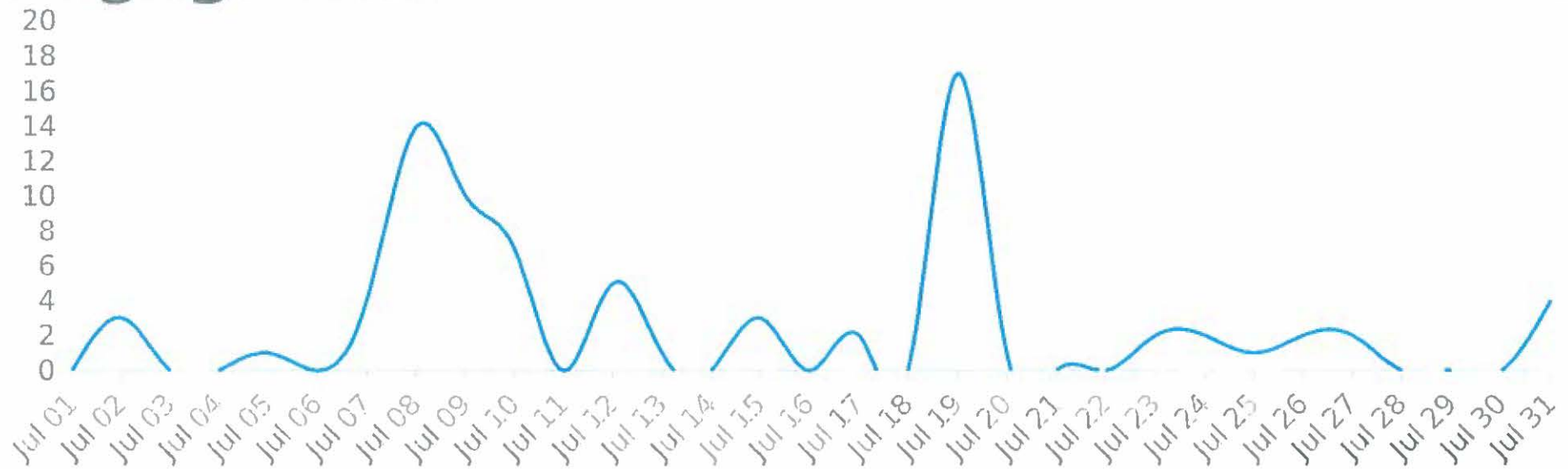
The total number of tweets published from your Twitter accounts (includes replies as well)



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## Engagement



The sum of interactions received for all your tweets: retweets, replies, quotes and likes

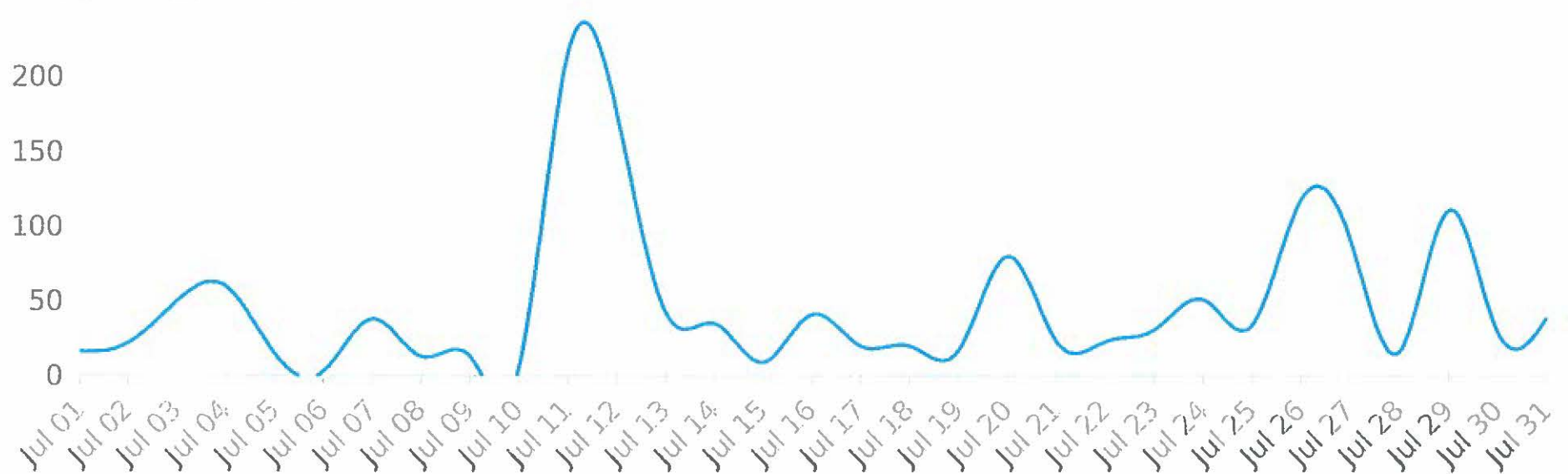


117

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## Engagement



The sum of reactions, comments and shares received by content associated with your Pages  
(for the selected timeframe)



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Jul 01 - Jul 31, 17

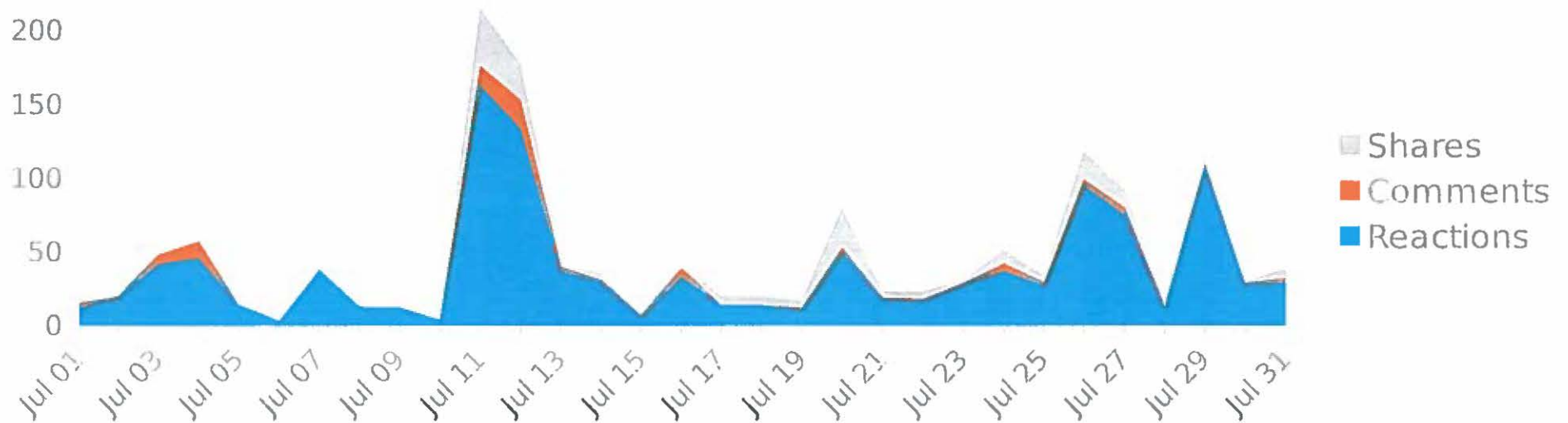
## Engagement by Type



The number of interactions received for all your tweets, broken down by retweets, replies, quotes and likes



## Engagement by Type



The number of interactions received for content associated with your Pages, broken down by reactions, comments and shares



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Total Clicks



62  
clicks

The total number of clicks on all the Ow.ly links created using your Twitter accounts





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Jul 01 - Jul 31, 17

## Clicks by Referrer



Referrer

Clicks

facebook.com

53

direct link

9

The breakdown by referrer domain of the total number of clicks on all the Ow.ly links created using your Twitter accounts



122



## Clicks by Country



Country

Clicks

United States

58

Japan

2

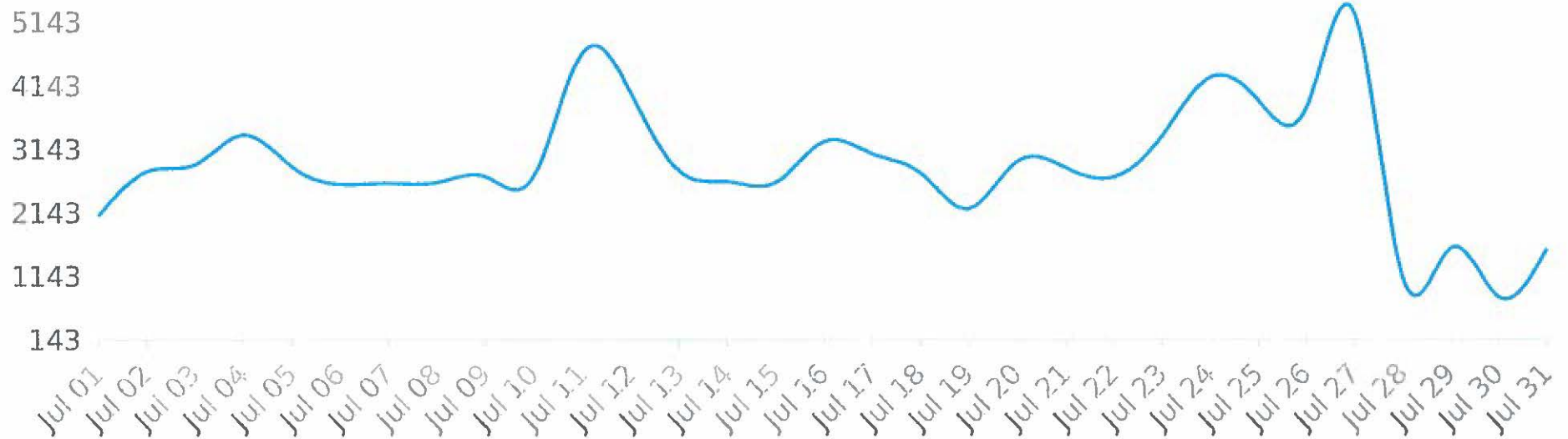
Canada

2

The breakdown by country of the total number of clicks on all the Ow.ly links created using your Twitter accounts



# Total Reach



The number of unique Facebook users who have seen any content associated with your Pages: posts, posts to your Page, Page like ads, mentions or checkins (daily values)



## Referral Traffic



The traffic from the top referring external domains that send visitors to your Pages



## Inbound Message Topics



Type

Messages

**Mentions**

**27**

**DMs**

**1**

**Quotes**

**1**

See the breakdown of the number of messages sent your way on Twitter: mentions, DMs and quotes.



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## Inbound Messages Topics



Type

Messages

Received comments

22

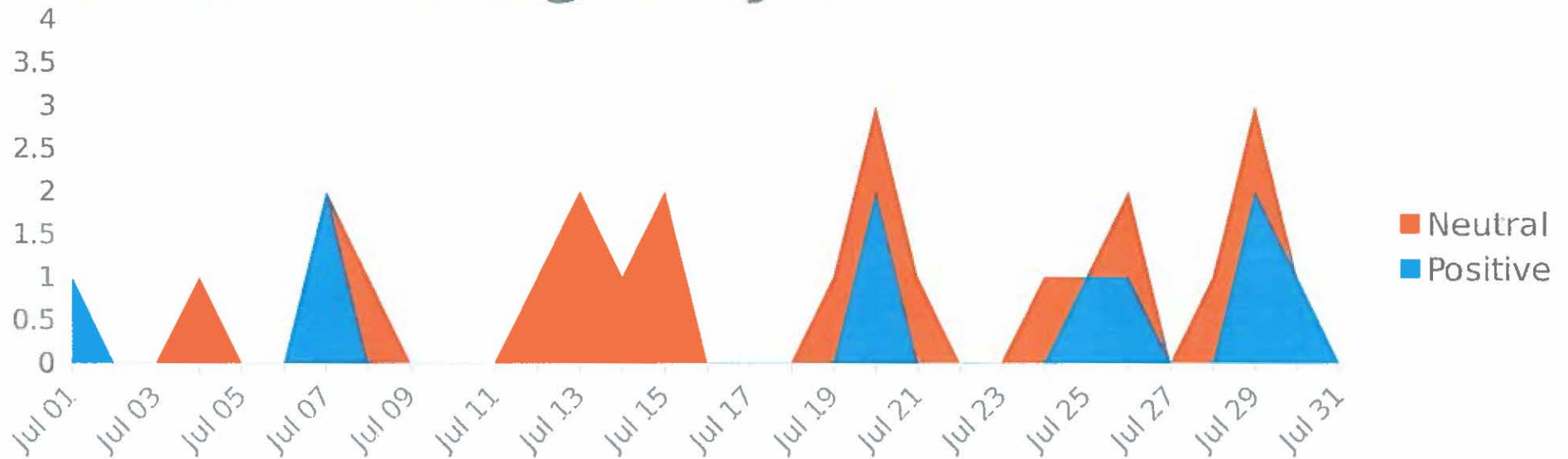
Received PMs

2

The number of inbound messages received by your Facebook pages, broken down by comments, posts by others and PMs



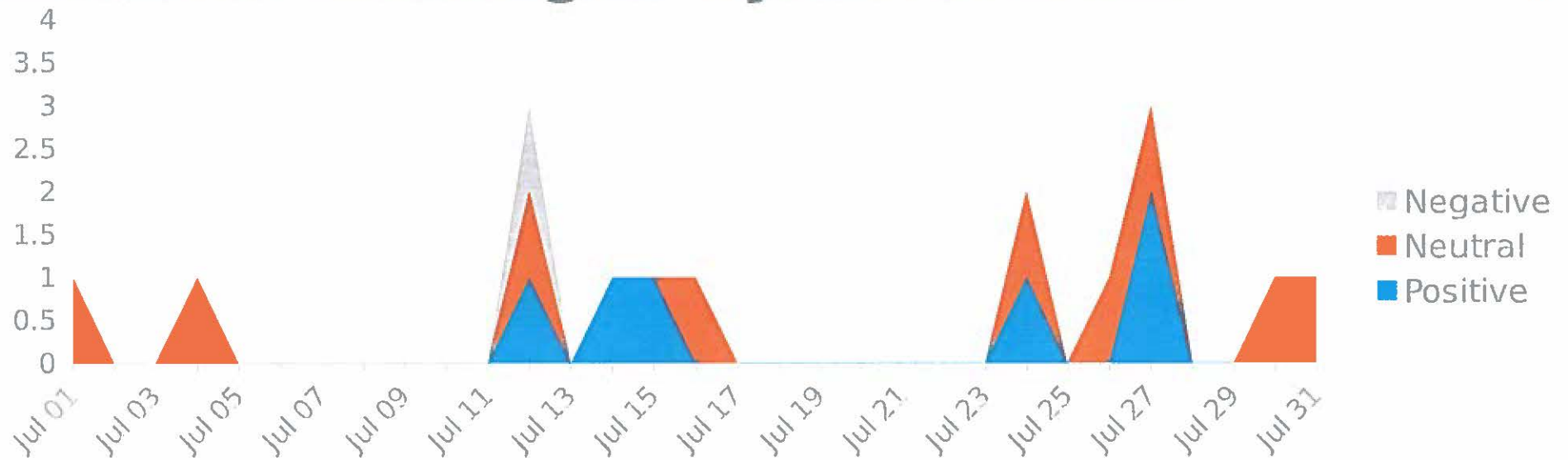
# Inbound Messages by Sentiment



The breakdown by sentiment of the inbound messages (mentions, DMs and quotes) received by your Twitter accounts



# Inbound Messages by Sentiment



The breakdown by sentiment of the inbound messages (comments, posts by others and PMs) received by your Pages



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Jul 01 - Jul 31, 17

## Inbound Messages by Country



Country

Messages

United States

9

Anguilla

1

Up your social media game by analyzing the location from which people mention, DM and quote to you on Twitter.





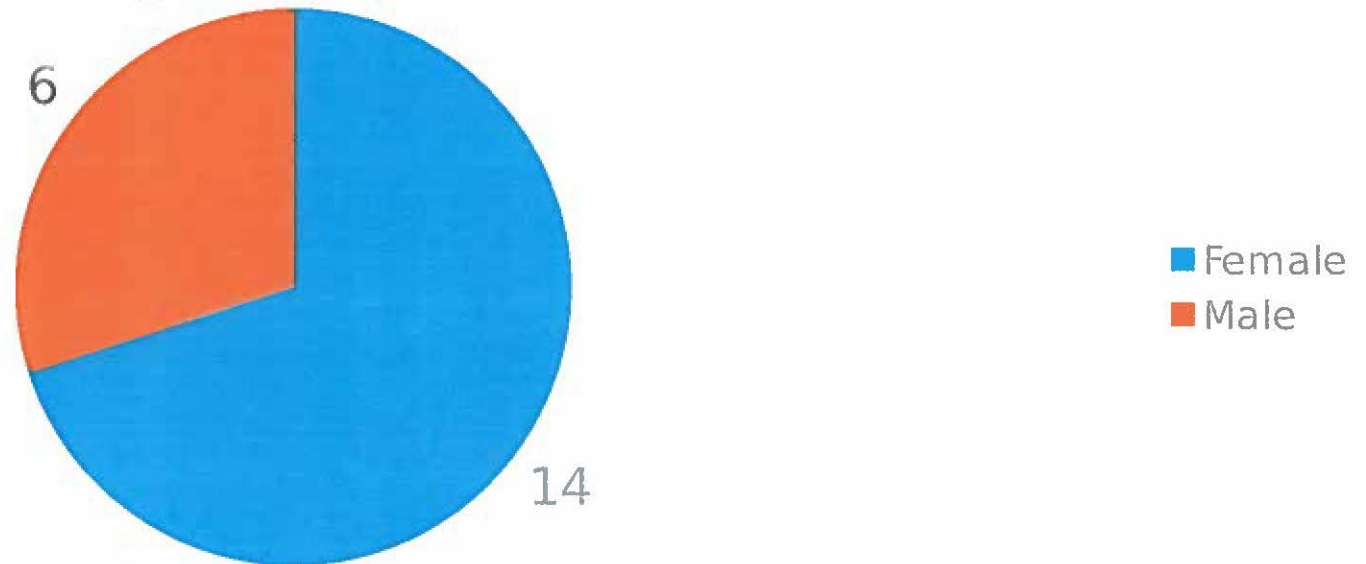
## Inbound Messages by Gender



Better target your posts by following the gender distribution of your most vocal audience, that reach out on Twitter through mentions, DMs and quotes.



# Inbound Messages by Gender



The breakdown by gender of the inbound messages (comments, posts by others and PMs) received by your Pages



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Posted Topics 1/2



Topics

Tweets

rally

4

rough

4

rider

4

mexico

3

motorcycle

3

The list of the most frequently used words and phrases in the tweets that were posted from your Twitter accounts



## Posted Topics 2/2



Topics

Tweets

hot

2

burgers

2

town

2

The list of the most frequently used words and phrases in the tweets that were posted from your Twitter accounts



## Posted Topics 1/2



Topics

Posts

plaza park

18

rally

10

vegas

8

2017

7

july

7

The list of the most frequently used words and phrases in the posts published on your Pages



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Posted Topics 2/2



Topics

Posts

rough rider

6

motorcycle

6

music

5

campus

5

description

4

The list of the most frequently used words and phrases in the posts published on your Pages



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

Posts



19  
posts

The total number of posts that have been published on your Instagram accounts



137

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Jul 01 - Jul 31, 17

Likes



667  
likes

The total number of likes received for all your Instagram posts



138



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Comments



**10**  
comments

The total number of comments for any content posted on your Instagram accounts



139

oh



The number of people who are following your Instagram accounts

416  
followers

Followers

Las Vegas #DamnAuthentic



Jul 01 - Jul 31, 17



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Engagement by Type



Type

Engagements

Likes

667

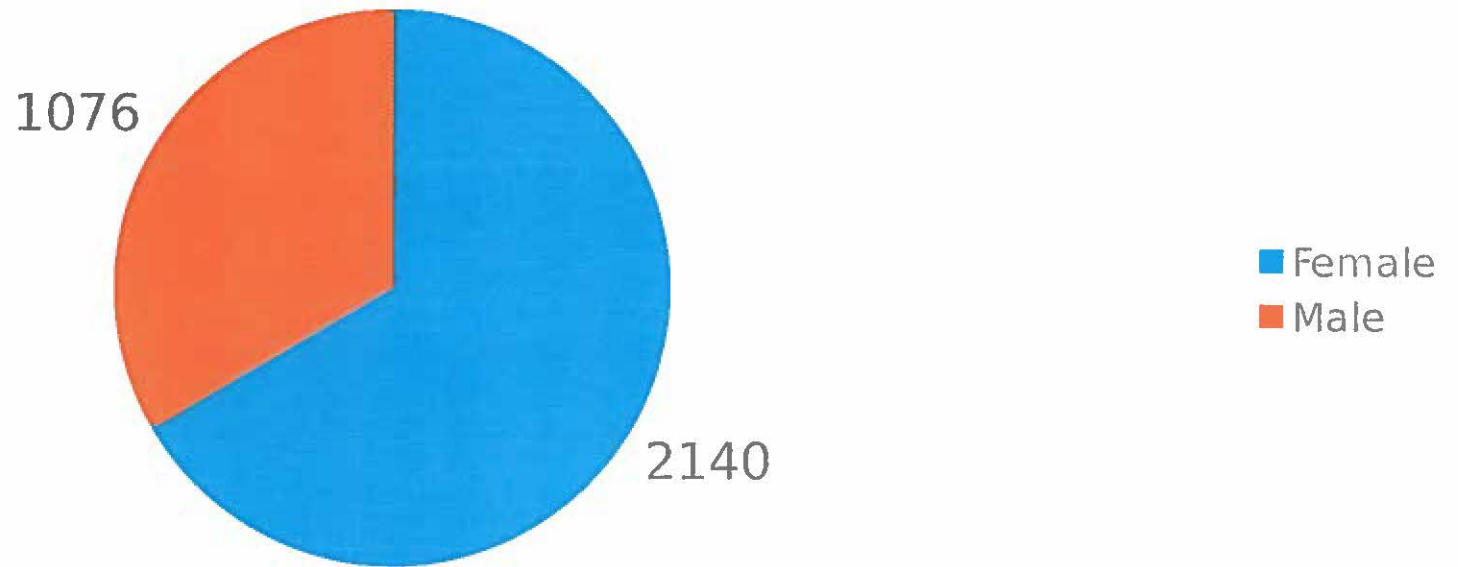
Comments

10

The number of interactions received by all your Instagram posts, broken down by likes and comments



## Fans by Gender



The breakdown of your Pages' fans by gender



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Fans by Age 1/2

Age



Fans

45-54

778

35-44

735

25-34

589

55-64

484

65+

443

The breakdown of your Pages' fans by age



143

Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Fans by Age 2/2

Age

18-24

13-17

Fans

197

11



The breakdown of your Pages' fans by age



147



## Fans by Country 1/9



Country

Fans

United States

3.1K

Mexico

34

Brazil

15

United Kingdom

11

France

10

The breakdown of your Pages' fans by country (the one they've specified in their profile)



145

Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Fans by Country 2/9

Country

Fans

India

9

Canada

8

Australia

5

Pakistan

5

Netherlands

3

The breakdown of your Pages' fans by country (the one they've specified in their profile)



14/10



## Fans by Country 3/9



Country

Fans

Italy

3

Colombia

3

Nigeria

3

Egypt

3

Japan

3

The breakdown of your Pages' fans by country (the one they've specified in their profile)



147

## Fans by Country 4/9

Country	Fans
Morocco	2
Georgia	2
Nepal	2
Spain	2
Greece	2

The breakdown of your Pages' fans by country (the one they've specified in their profile)



## Fans by Country 5/9



Country

Fans

**Poland**

**2**

**Algeria**

**2**

**Philippines**

**2**

**Germany**

**1**

**Togo**

**1**

The breakdown of your Pages' fans by country (the one they've specified in their profile)



## Fans by Country 6/9

Country	Fans
Romania	1
Syrian Arab Republic	1
Russian Federation	1
Ghana	1
Lithuania	1

The breakdown of your Pages' fans by country (the one they've specified in their profile)



# Fans by Country 7/9

Country	Fans
Tunisia	1
Paraguay	1
Bangladesh	1
Chile	1
Angola	1

The breakdown of your Pages' fans by country (the one they've specified in their profile)

## Fans by Country 8/9

Country	Fans
Cambodia	1
Côte D'Ivoire	1
Afghanistan	1
Viet Nam	1
New Zealand	1

The breakdown of your Pages' fans by country (the one they've specified in their profile)



## Fans by Country 9/9



Country

Fans

Myanmar

1

Hong Kong

1

Panama

1

Belgium

1

Sweden

1

The breakdown of your Pages' fans by country (the one they've specified in their profile)



## Fans by Language 1/4



Language

Fans

English

3.1K

Spanish

77

Portuguese

18

French

14

German

3

The breakdown of your Pages' fans by language (the one they've chosen to display the Facebook UI in)





## Fans by Language 2/4



Language

Fans

Dutch

3

Russian

3

Italian

3

Polish

2

Swedish

1

The breakdown of your Pages' fans by language (the one they've chosen to display the Facebook UI in)



## Fans by Language 3/4



Language

Fans

Japanese

1

Arabic

1

Vietnamese

1

Bengali

1

Hungarian

1

The breakdown of your Pages' fans by language (the one they've chosen to display the Facebook UI in)



## Fans by Language 4/4

Language	Fans
Greek	1
Khmer	1
Simplified chinese	1

The breakdown of your Pages' fans by language (the one they've chosen to display the Facebook UI in)



## Fans by City 1/9



City

Fans

Albuquerque, Nm

712

Las Vegas, Nm

546

Santa Fe, Nm

176

Rio Rancho, Nm

96

Denver, Co

46

The breakdown of your Pages' fans by city (the one they've specified in their profile)



## Fans by City 2/9



City

Fans

Dallas, Tx

44

Mora, Nm

33

Phoenix, Az

33

El Paso, Tx

32

Espanola, Nm

32

The breakdown of your Pages' fans by city (the one they've specified in their profile)



## Fans by City 3/9



City

Fans

Las Cruces, Nm

26

Los Angeles, Ca

25

Houston, Tx

22

Taos, Nm

18

Amarillo, Tx

18

The breakdown of your Pages' fans by city (the one they've specified in their profile)



## Fans by City 4/9



City

Fans

Roswell, Nm

17

Los Lunas, Nm

17

Ribera, Nm

17

Colorado Springs, Co

16

Pueblo, Co

16

The breakdown of your Pages' fans by city (the one they've specified in their profile)



# Fans by City 5/9

City	Fans
Pecos, Nm	15
San Antonio, Tx	15
Clovis, Nm	15
Montezuma, Nm	14
Santa Rosa, Nm	14

The breakdown of your Pages' fans by city (the one they've specified in their profile)

162



## Fans by City 6/9



City

Fans

Rociada, Nm

13

Farmington, Nm

13

Tucumcari, Nm

11

Bernalillo, Nm

10

Gallup, Nm

10

The breakdown of your Pages' fans by city (the one they've specified in their profile)



## Fans by City 7/9

City	Fans
Lubbock, Tx	9
Tucson, Az	9
Wichita, Ks	9
Chicago, Il	9
Grants, Nm	8

The breakdown of your Pages' fans by city (the one they've specified in their profile)



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Fans by City 8/9

City	Fans
Las Vegas, Nv	8
Aurora, Co	8
Alamogordo, Nm	7
Silver City, Nm	7
Fort Worth, Tx	7

The breakdown of your Pages' fans by city (the one they've specified in their profile)



1/65

## Fans by City 9/9

City	Fans
Springer, Nm	7
Raton, Nm	7
Carlsbad, Nm	7
Serafina, Nm	7
Whiteriver, Az	6

The breakdown of your Pages' fans by city (the one they've specified in their profile)



## Sources That Brought New Fans



Source

New Fans

**Other**

**19**

**Directly on the Page**

**15**

**Sponsored Stories**

**7**

**Mobile**

**5**

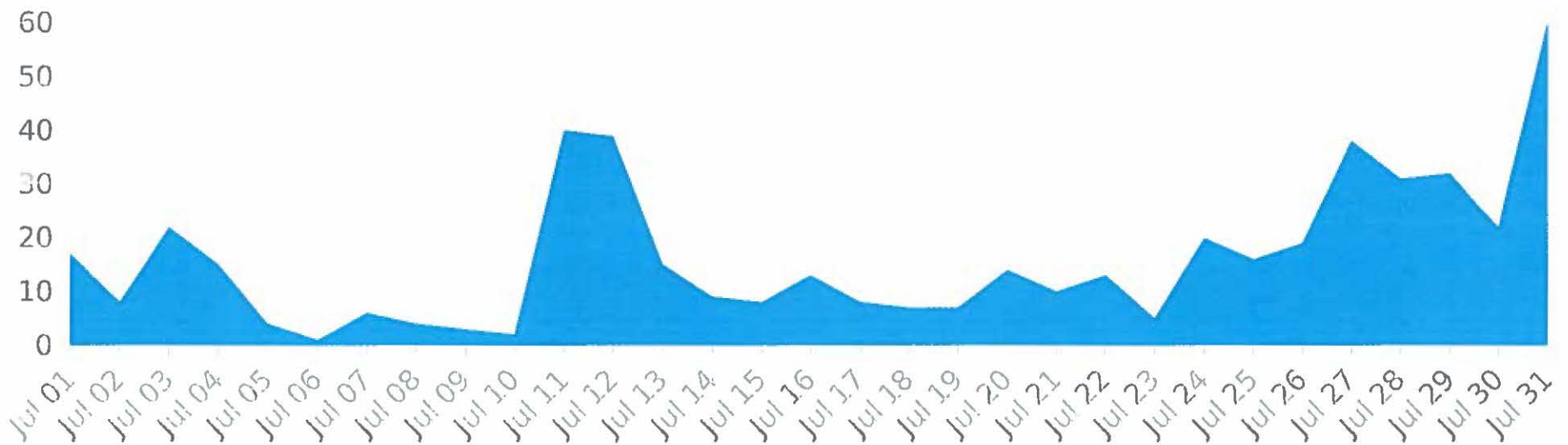
The breakdown of new fans by the action that lead to them liking your Pages



Las Vegas #DamnAuthentic

Jul 01 - Jul 31, 17

## Virality Rate



Percentage of viral impressions: how many times content from your Pages was displayed due to your audience's reactions, comments and shares



1/8



# Cisneros Contract & Addendum



**ADDENDUM TO PROFESSIONAL SERVICES AGREEMENT  
BETWEEN CITY OF LAS VEGAS, NEW MEXICO  
and  
CISNEROS DESIGNS  
for  
Graphic Design and Promotional Services**

This Addendum to Professional Services Agreement Number 3137-15 is made and entered into this 1st day of January, 2017 by and between the City of Las Vegas, New Mexico, a municipal corporation, hereinafter called "the City" and Cisneros Designs, hereinafter called "Provider"

**WHEREAS**, Provider entered into a Professional Services Agreement for a period that covered December 17, 2015 thru December 31, 2016 to perform such services as set in Exhibit A of said agreement ; and

**WHEREAS**, the original expiration date of the Professional Service Agreement is December 31, 2016 and Provider has completed the initial phase of deliverables and reports required under the above referenced agreement; and

**WHEREAS**, the Cisneros Design Professional Services Agreement was intended as the initial phase of a comprehensive, on-going, City-wide Graphic and Professional Services marketing initiative, and the need exists for additional professional services that will continue to develop the City's position and ability to draw attention as an attractive tourism and convention destination in an effort to enhance economic benefit to the City; and

**WHEREAS**, the Agreement is not to be altered, changed or amended except by a written document signed by the parties to this contract; and

**WHEREAS**, the original agreement remains in force with the exception of items herein as amended.

**NOW, THEREFORE, THE PARTIES AGREE TO THE FOLLOWING AMENDMENTS**

The provider agrees to provide services on a priority and as-needed basis as indicated in original Exhibit A. Services shall fall into four Major Categories:

1. Conceptual Development.
2. Assessment and Strategic Marketing Advice.
3. Product Development.
4. Administrative/Production/Printing.

**TERM:** This is a multi-term contract, renewable up to four years. The term of this addendum to agreement is from January 1, 2017 to December 31, 2017.

**CONSIDERATION:** In consideration for services rendered, the City agrees to pay the Provider for each project, assessment, development of product(s), phase of project(s), and service ("Deliverable") as defined and outlined in the original agreement and its scope of work. Additional work may be provided to the City that may fall outside the original scope if said deliverable or work will benefit the overall marketing strategy. This contract shall be paid on a phase and or completion of Deliverable basis and shall not exceed Two Hundred Thousand and 00/100 Dollars (\$200,000.00). Agreement by both parties is necessary in regards to scope of each Deliverable, deliver dates and cost to deliver and will be in written form as shown in Exhibit C in original agreement. Each deliverable(s) will be paid according to the completion of each milestone or project as agreed.

**NO FINANCIAL INTEREST:** No officer or employee of the city or of the Provider who will exercise any function of responsibility in connection the planning and implementation of any of the provisions of the Agreement shall have any direct, personal financial interest in this Agreement and the Provider shall take appropriate steps to assure compliance.

The parties acknowledge that Fred Cisneros is the principal owner of Cisneros Designs and employees of Cisneros Design act as account managers and designers on behalf of provider and in the execution of the deliverables of this contract.

Within Fifteen (15) days of execution of this addendum, Provider shall work with the City of Las Vegas IT department to deliver a full and complete copy of website frame, backend code, any and all access codes, framework, artwork and all other items deemed necessary as backup for the [damnauthentic.com/visitlasvegasnm.com](http://damnauthentic.com/visitlasvegasnm.com) website and the "so damn authentic we can prove it" ad campaign. Said transfer shall be complete within Thirty (30) days of execution of this addendum

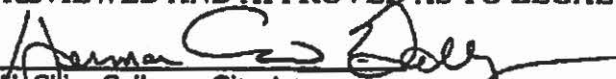
All other terms and conditions of the Professional Services Agreement Number 3137-15 shall remain in full force.

**SIGNED:**


  
Richard Trujillo, City Manager

  
Fred Cisneros, Cisneros Designs

**REVIEWED AND APPROVED AS TO LEGAL SUFFICIENCY:**

  
H. Cllico Gallegos, City Attorney

**ATTEST:**

  
Gasandra Fresquez, City Clerk

**Agreement / Contract**

No. 3137-15

City of Las Vegas

Date

Contract # \_\_\_\_\_

**PROFESSIONAL SERVICES  
AGREEMENT BETWEEN CITY OF LAS VEGAS, NEW MEXICO  
and CISNEROS DESIGNS for  
Graphic Design and Promotional Services**

This Agreement is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2015 by and between the City of Las Vegas, New Mexico, a municipal corporation, hereinafter called (the City) and Cisneros Designs, hereinafter called (Provider).

**WHEREAS**, Provider will perform such services but is not limited to those services set out under services for Graphic Design & Promotion shown in Exhibit A; and

**WHEREAS**, the Provider has negotiated the terms of the agreement with the City; and

**WHEREAS**, the term of this agreement is from December 17, 2015, thru December 31, 2016.

**NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:**

The Provider agrees to provide services on a priority and as-needed basis as indicated in Exhibit A for consideration as noted. Services shall fall into four Major Categories

1. Conceptual Development
2. Assessment
3. Product Development
4. Administrative/Production/Printing

**INVOICING AND DELIVERABLES:** Provider will present invoices and supporting documentation to the City. All invoices must be presented for payment no later than thirty (30) days after the scheduled service/project/project milestone. Payment will be presented upon completion of editing and delivering service/project(s)/projects(s) milestone to the City.

**TERM:** This is a multi-term contract, renewable up to four years. The term of this agreement is from December 17, 2015 to December 31, 2016. Any modification of price for deliverables and services of this contract shall be in writing and is subject to approval by the City.

**CONSIDERATION:** In consideration for services rendered, the City agrees to pay the Provider for each project, assessment, development of product(s), phase of project(s), and service ("Deliverable") outlined in the scope of work which is included and made part of this document and each of which will vary in cost. This contract shall be paid on a phase and or completion of

Page 1

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Deliverable basis and shall not exceed Two Hundred Fifty Thousand and 00/100 Dollars (\$ 250,000.00). Agreement by both parties is necessary in regards to scope of each Deliverable, delivery dates and cost to deliver and will be in a written form as shown in Exhibit C. Each deliverable(s) will be paid according to the completion of milestone or project as agreed.

**OWNERSHIP AND LICENSING OF INTELLECTUAL PROPERTY:** This agreement creates an exclusive and perpetual license for the City to copy, use, modify, reuse or sublicense any and all copyrights, designs, and other intellectual property embodied in plans, specifications, studies, drawings, estimates, and other documents or works of authorship fixed in any tangible medium of expression; including but not limited to physical drawings or data magnetically or otherwise recorded on computer diskettes, electronic devices including flashdrives which are prepared or caused to be prepared by Provider under this Agreement ("Documents & Data").

Provider retains the right to reproduce, publish and display the Deliverables in Provider's portfolios and websites, and in galleries, design periodicals and other media or exhibits for the purposes of recognition of creative excellence or professional advancement, and to be credited with authorship of the Deliverables in connection with such uses.

City shall not be limited in any way in its use of the Documents & Data at any time provided that any such use not within the purposes intended by the Agreement shall be at City's sole risk.

**CONFIDENTIALITY:** All ideas, memoranda, specifications, plans, procedures, drawings, descriptions, computer program data, input record data, written information and other Documents and Data either created by or provided to Provider in connection with the performance of the Agreement shall be held in strict confidentiality by Provider. Such materials shall not without the prior written consent of the City be used by Provider for any purpose other than the performance of the services for the City. Nor shall such materials be disclosed to any person or entity not connected with the performance of the services of the project. Nothing furnished to Provider which is otherwise unknown to Provider or is generally known or has become known to the related industry shall be deemed confidential. Provider shall not use City's name, logo, seal or strap-line, written concept or insigna, photographs of the Project or any publicity pertaining to the services or the project in any magazine trade paper newspaper, website, electronic mediums, television or radio production or other similar medium without the prior written consent of the City.

**INSURANCE:** Provider will furnish City's Finance Director with a Certificate of Insurance prior to disbursement of any funds. The insurance shall cover any and all activities engaged in and sponsored by Provider and shall name the City as an additional insured.

**DISCLOSURE TO THE CITY:** At such times and in such form as the City Council may require, Provider shall furnish to the City, such statements, records, reports, data and information as the City may request pertaining to matters covered by this Agreement, and the Provider will permit the City to audit, examine and make excerpts of transcripts from such records, and make audit of all data relating to all matters covered by this agreement subject to the limitations set out above.

**NO FINANCIAL INTEREST:** No officer or employee of the City or of the Provider who exercises any function of responsibility in connection with the planning and implementation of any of the provisions of this Agreement shall have any direct, personal financial interest in this Agreement, and the Provider shall take appropriate steps to assure compliance.

**PREJUDICE:** No person, on account of race, color, religion, national origin or because of non-membership in the Provider's organization shall be excluded from participating in, or denied benefits of any activity made possible through and resulting from this Agreement.

**POLITICAL ACTIVITY:** None of the funds, materials, property or services rendered directly or indirectly under this Agreement shall be used for any political activity or to further the election or defeat of any candidate for state, federal or local office.

**ASSIGNMENT:** The Provider shall not assign any interest in this Agreement excluding payments for services by the Provider as provided for above and shall not transfer any interest in the same (whether by assignment or novation), without the prior written consent of the City thereto. Provided, however, that claims for money due, or to become due, to the Provider from the City under this Agreement may be assigned to a bank, trust company or other financial institution without such approval.

**SUBJECT TO LAWS:** The Provider shall comply at its own cost with all applicable laws, ordinances and codes of the federal, state and local governments.

**NO FURTHER LIABILITY:** The City shall not be obligated or liable under this Agreement to any party other than the Provider for payment of any monies, to include payroll taxes or for provision of any goods or services unless such liabilities are specifically agreed to in this Agreement.

**JURISDICTION:** It is mutually agreed by and between the parties hereto that this Agreement shall be performed in Las Vegas, San Miguel County, New Mexico, and further that any legal action or causes of action in connection, herewith, will be within the jurisdiction of the appropriate court in San Miguel County, New Mexico, for all purposes.

#### **CONTRACT REVIEW:**

**TERMINATION:** The City may, with or without cause, terminate this Agreement at any time upon thirty (30) days written notice of termination given to the Provider. In such event, all finished or unfinished projects and/or deliverables, conceptual documents, documents, data studies, photographs, reports and the rights to any property prepared or procured by the Provider under this Agreement shall, at the option of the City, become equitable compensation for any work satisfactorily completed through the termination date. Similarly, the Provider may, with or without causes, terminate this Agreement upon a Sixty (60) day written notice, and the City shall reimburse the Provider for any and all expenses incurred that have not been reimbursed prior to the time of notification provided those expenses otherwise proper hereunder.



**ENTIRE AGREEMENT:** This Agreement constitutes the entire Agreement between the parties hereto; any prior agreement, whether written or oral, or assertion or statement, or understanding or other commitment antecedent to the Agreement shall not have any force or effect whatsoever, unless the same is mutually agreed to by the parties hereto and reduced to writing. No changes or amendments to this Agreement shall be effective except those on written approval by both parties.

**AMENDMENT:** This Agreement will not be altered, changed or amended except by a written document signed by the parties to this contract.

**AUTHORITY TO BIND THE CITY:** The Provider shall not have the authority to enter into any Agreement binding upon the City or to create any obligation on the part of the City, except such as shall be specifically authorized by the City's Governing Body or by the City Manager acting upon authority granted by the City's Governing Body.

**INDEMNIFICATION:** Provider agrees to indemnify and defend the City from all claims, demands, actions, damages, costs, interest, attorney's fees, and all other liabilities and expenses of any kind, from any source, which may arise out of the performance by Provider of this Agreement.


City agrees to indemnify and defend the Provider from all claims, demands, actions, damages, costs, interest, attorney's fees, and all other liabilities and expenses of any kind, from any source, which may arise out of the performance by City of this Agreement.

**NOTICES:** Any notices required to be given under this Agreement shall be deemed sufficient, if given in writing, by mail, to the principal office of the City or to the principal office of the Provider.


**BRIBERY AND KICKBACKS:** As required by Section 13-1-191, NMSA 1978, as amended, it should be noted that it is a third degree felony under New Mexico Law to commit the offense of bribery of a public officer or public employee Section 30-24-1, NMSA 1978, as amended; it is a third degree felony to commit the offense of demanding or receiving a bribe by a public officer or public employee, Section 30-24-2, NMSA 1978, as amended; it is a fourth degree felony to commit the offense of soliciting or receiving illegal kickbacks, Section 30-41-1, NMSA 1978, as amended; it is a fourth degree felony to commit the offense of offering or paying illegal kickbacks, Section 30-41-2, NMSA 1978, as amended.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be  
Executed this day and year first above written:

CITY OF LAS VEGAS:

  
Elmer J. Martinez, City Manager

CISNEROS DESIGNS

  
Fred Cisneros, Cisneros Designs

ATTEST:

  
Casandra Fresquez, City Clerk

REVIEWED AND APPROVED AS TO  
LEGAL SUFFICIENCY ONLY:

  
Dave Romero, City Attorney

**Exhibit "A"**

**SERVICES FOR GRAPHIC DESIGN AND PROMOTION  
WITH COST ESTIMATES**

**Exhibit "B"  
RATIONALE**



Exhibit "A"

Services for Graphic Design Promotion with Cost Estimates

Priority	Services for Graphic Design & Promotion	Category	Low End of Range	High End of Range
*	Concept & Campaign Development	Conceptual Development	\$10,000	\$20,000
*	Community Workshop	Conceptual Development	\$1,000	\$2,000
*	Assessment of Existing Resources	Assessment	\$1,000	\$5,000
*	Archive Resource Creation	Product Development	\$20,000	\$40,000
	City Promotion (Stationary, Business Cards, Uniform)Design &			
*	Project Management		\$1,000	\$2,500
*	Website Re-skin & Limited Reorganization	Product Development	\$10,000	\$17,000
*	Street Banners Design & Project Management	Product Development	\$10,000	\$15,000
*	Street Banners Fabrication	Administrative/Production/Printing	\$20,400	\$33,000
*	Advertising: Design & Project Management	Product Development	\$10,000	\$18,000
*	Advertising: Modifications Based on use	Product Development	\$4,500	\$6,500
	Advertising - Media Insertion	Administrative/Production/Printing	\$ TBD	\$35,000
*	Local Business Ad Template: Design & Project Management	Product Development	\$ TBD	\$3,000
*	Merchandise: Design & Project Management	Product Development	\$2,400	\$3,500
*	Social Media: Project Management & Implementation	Product Development	\$5,000	\$12,500
	Print Materials: Design & Project Management	Product Development	\$7,500	\$9,500
	Miscellaneous Design Projects: Design & Project Management			
*	(Special Events, Vehicle wraps, Wayfinding Signage Etc.	Product Development	\$10,000	\$17,500
*	Trail App.: Design & Project Management	Product Development	\$1,000	\$5,000
	Directory Map: Design & Project Management	Product Development	\$5,000	\$5,000
			\$118,800	\$250,000

### **Concept and Campaign Development**

This consists of the overall planning and conceptual creation and direction of the marketing campaign as a whole.

Design and Project Management

\$10,000.00 - \$20,000.00

### **Archive/Resource Creation**

Create an archive of compelling action photos and videos, stock and directed (including the use of models if necessary). The archive will be used for all branding and marketing elements. Initial concepts copy writing will be introduced for the website and ads.

Photo/Video Development

\$20,000.00 - \$30,000.00

Initial Concept Copy Writing for Website and Ads

\$10,000.00

### **Website Re-skin and Limited Reorganization**

Short term: Develop new look and feel of existing website using current WordPress template. Troubleshoot capabilities to attempt streamlining manager usability. Long term: full redesign and organization of the site. Phased- in as costs and time allow.

Design and Project Management

\$10,000.00 - \$17,000.00

### **Street Banners**

Light Pole Banners will be used to serve as information for visitors as well as a source of City pride for local residents. The banners could represent the neighborhoods, historic area and identify events, and landmarks. Double sided banner will be hung in sets of two per pole, with one banner signifying the campaign theme line and the other banner dedicated to event or landmark.

Design and Project Management (up to 15 banners)

\$10,000.00 - \$15,000.00

### **Advertising**

Develop a strategic advertising campaign which will largely center around targeting visitors who are already visiting New Mexico, specifically the Albuquerque, Santa Fe, and Taos markets. Ads will include but are not limited to print, electronic, radio, and possibly television. Television ad development and production will be estimated separately on a case-by-case basis. Billboards will be used when they are optimal in drive market entrance/exit opportunities. Their uses would be highly focused on events in Las Vegas and San Miguel County. Media insertion will be handled on a case by case basis and cost effective approach when appropriate Community Development staff will negotiate and purchase media insertions.

Design and Project Management	\$ TBD - \$725
Resize ads for insertion in alternate publications	\$ TBD - \$225

Media insertion costs including industry mark-up Of 15%- Dependent on cost effective procurement	\$ Not to exceed \$40,000.00
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**Local Business Ad Templates:**

Create a suite of ad templates for the merchants and nonprofits of Las Vegas. This would allow many of the merchants to advertise without incurring the cost of a full service agency. The options would be limited but would be flexible regarding ad size and color use.

Design and Project Management (4-6 templates)	\$3,000
---	---------

**Non-Profit Ad Templates:**

Create a custom suite of ads and/or ad templates for use by non-profits for the purpose of promoting Las Vegas events. This would assist the non-profits in professional advertising without incurring the cost of a full service agency. This methodology insures the integrity of the Las Vegas brand, brandy personality, written concept and message.

Design and Project Management	\$3,000
-------------------------------	---------

**Merchandise:**

Collaborate with City Community Development staff in selecting and producing merchandise for sale. Long-term the items may be available on the website, but may be initially available at retail kiosk/storefront location(s) as a partnership with New Mexico Highlands University and/or may be sold at the Visitor Center and under other retail vendor agreements. Items selected will be a mix of apparel and utilitarian products, i.e. backpacks, leather satchel, caps, etc.

Design and Project Management	\$2,400 - \$3,500
Fabrication costs will be estimated once design items and quantities are identified	\$ To Be Determined

**Social Media:**

A full social media plan must be assembled prior to fully estimating an execution plan. Frequency of messaging (weekly, monthly, less frequent), content of messaging (most likely coming from City Staff and likely related to events) will be factors to be considered in the plan. Any message must serve a specific and relevant purpose to targeted recipients.

Project Management and Implementation	\$5,000 - \$15,000 annually
---------------------------------------	--------------------------------

**Print Materials:**

Rack card(s) and Adventure Guide – day trip brochure. As part of the strategy to capitalize on visitors from the Taos, Santa Fe and Albuquerque markets, we envision a distribution of printed materials in rack locations in visitor centers and hotels in target markets. For ease of distribution items must fit into rack stands at approximately 4" x 9". Rack card(s) should be season and reference highlights of each season. The adventure guide/daytrip brochure would be more comprehensive and include as many opportunities as possible in multi-page format.

Design and Project Management

\$7,500 - \$9,500

Printing costs will be estimated once design and quantities are identified.

\$ To be determined.

**Trails App:**

Create a digital device application as an aid for the City to share information and details about specific activities, and landmarks and points of interest, retail experiences. Trails (ex: chile, film, ghost, beer, historic etc.) will be developed in collaboration with City of Las Vegas Community Development staff and will be created comprehensively and tested to make certain they are interesting and accurate,

Provide would begin initial exploration and research for companies that currently have global apps and assess whether our trails may fit into the existing application. Provider would also asses the cost and real time-frame to creating a custom app for Las Vegas

Initial exploration and time/audit

\$ 5,000.00

**Community Workshop**

Event to be held in January or February. The purpose is to introduce overall marketing strategy and share the importance of consistent message, brand personality, and excellent customer experiences to the community, leaders, non-profits and businesses. Provider will touch on at minimum advertising, marketing merchandising and customer service training.

Design and Project Management

\$ To be determined

**Miscellaneous Design Projects:**

These items include special events conducted by the City of Las Vegas and other events and projects as they may arise.

Design and Project Management

\$10,000 - \$15,000

### **Directory /Map**

Designed to reflect architectural style of downtown Las Vegas. this could be interior lit for night viewing or non-lit. Recommended locations for the directory are: Historic Plaza Park, Visitor Center at railroad station, City Hall or other determined visitor sites.

Approximately 42" x 80" inset panels on Plexiglass detailing reader location and proximity to surrounding neighborhoods. The purpose would be to locate significant historic buildings and places of interest, generally in walking distance of the Plaza, with time approximation for driving to locations not walkable.

Design and Project Management

\$5,000.00 - \$7,500.00

Fabrication costs will be estimated once design is identified.

\$ To Be Determined

**Exhibit "C"**

**DELIVERABLE DEVELOPMENT AND COST SHEET**

## DELIVERABLE DEVELOPMENT AND COST SHEET

The following Deliverable has been requested by the City of Las Vegas for completion by Cisneros Design.

Deliverable Name: \_\_\_\_\_

Date Requested: \_\_\_\_\_

Description of Deliverable: \_\_\_\_\_

☐ Inside Scope of Work of Professional Service Agreement

☐ Beyond Original Scope of Professional Service Agreement

### Elements to Achieve Completion of Deliverable:

#### Required of City for Completion:

Item	Date Needed
_____	_____
_____	_____
_____	_____
_____	_____

#### Cisneros Design

Item	Date to be Completed	Cost
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Any adjustments to date and or items needed to complete Deliverable must be agreed to by both the Provide and City in writing.

Accepted and agreed to

Cisneros Designs

Date: \_\_\_\_\_

City of Las Vegas

Date: \_\_\_\_\_





A presentation to City of Las Vegas, New Mexico

# City of Las Vegas: Cisneros Design

**CISNEROS DESIGN**



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## Our Directive

Graphic Design and Promotional services to take Las Vegas' strap-line, New Adventures Down Old Trails, and other corresponding brand elements, to the next level through a comprehensive and cohesive tourism marketing campaign.

## Factors Influencing our Strategy

- Strategic marketing efforts had been minimal
- City providing funding to organizations to self-market their events.
- The tourism website had virtually no traffic
  - interface was not user friendly
  - many of the links were broken
- The limited advertising followed the New Mexico True

## Our Strategic Conclusions

- The New Mexico True campaign does not represent Las Vegas
- Las Vegas needed its own message reflective of the community and it's history continued
- Limited resources preclude an national effort
- Capitalize on visitors already in the state
- Utilize social media to drive website traffic
- A quality photographic archive of new and current images was a priority

## Our Strategic Conclusions (continued)

- Educate potential visitors using “Reasons to visit Las Vegas”
- Pin-point locations of interest using clings and chalk markers
- Celebrate and capitalize on the “Known Las Vegas”
  - History
  - Architectural significance
  - Ghost Stories, Film locations, Tours
  - Regional draws; Storrie Lake, Fort Union, Wildlife Refuge, Hot Springs
- Develop a cohesive message platform that local businesses and non-profit organizations could join and actively participate in

## What We Did in 2016

- Established "Damn Authentic" brand
- Built photo archive of recent images
- Created and executed print ad and digital ad campaign
- Developed and executed Social media campaign
- Developed stationery items for city
- Built a functioning, promotable website
- Created Website newsletter and Events Calendar
- Enabled Google Analytics to capture and measure data related to the website
- Promoted events and destinations through website and social media
- Designed "Points of Interest" markers as clings and as chalk markers
- Created tattoos and t-shirt promotion for Fiestas
- Began structure for non-profit promotion packages
- Began structure for Las Vegas business community portal
- Received AP press release announcing "Damn Authentic" brand
- Received mention in USA Today national newsmakers for "Damn Authentic" brand
- Received "Top Hat Award" for best digital ad campaign, NM Hospitality Association

# Photographic Archive Development



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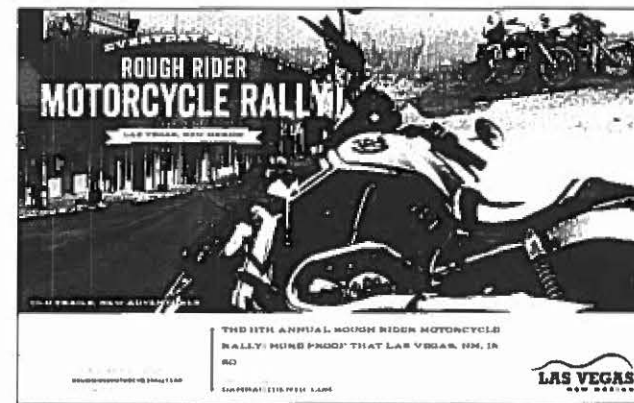
## Advertising



Billboard



Newspaper Ad



Newspaper Ad



## Advertising



Poster



Print Ad

1/5

# Advertising



Fiestas T-Shirt



## The Website

- Primary focus
- Driver url – DamnAuthentic.com
- Easy to use, mobile first, magazine format
- Focuses on “proof” (reasons)

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## VISIT LAS VEGAS, NM

## EVENTS CALENDAR, LAS VEGAS, NM

## PORT LUNCH DAYS

## EVENT DETAILS

The annual Fort Union Days two day event will take place on the Fort Union National Monument park grounds. This year's event will highlight the contributors and heritage of the Buffalo Soldiers. This event is free and open to the public.

## TIME

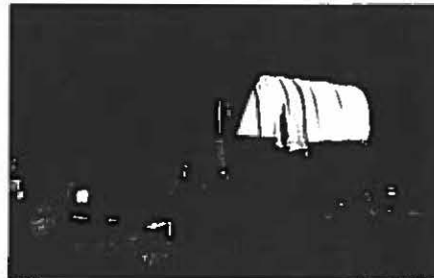
June 17 (Saturday) 10:00am - 5:00pm



Fort Union National Monument  
2115 Hill St. Las Vegas, NM 87703

## ORGANIZER

(505) 475-8025



More info:  
Visit us at:  
www.visitlasvegasnm.com

## PORT LUNCH DAYS

6:00 PM - 8:00 PM  
Buffalo Soldiers  
A special event to honor the Buffalo Soldiers.

NEW OR  
NEW OR

10:00 AM - 12:00 PM  
Buffalo Soldiers

12:00 PM - 1:00 PM  
Buffalo Soldiers

1:00 PM - 2:00 PM  
Buffalo Soldiers

0002

## Website Stats

May 1, 2016 – May 31, 2016

May 1, 2017 – May 31, 2017



1,060

0

1,060

0



461

0

461

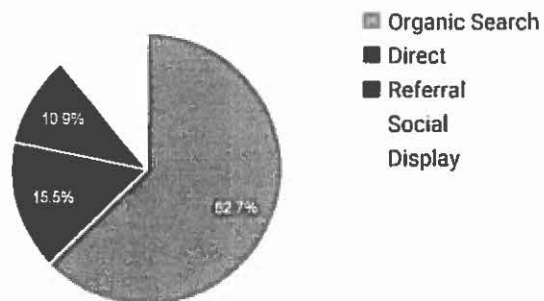
0

102

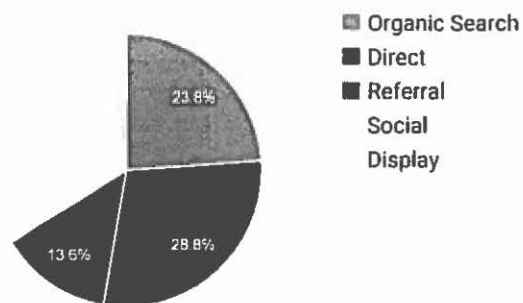


## Top Channels

May 1, 2017–May 31, 2017

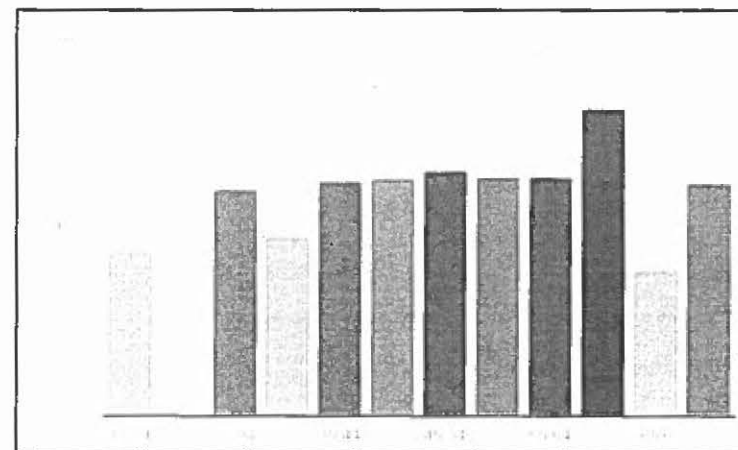


May 1, 2016–May 31, 2016



## Age

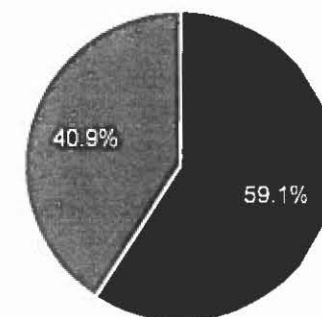
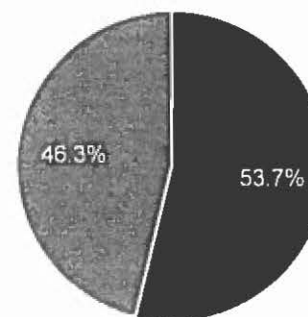
64.68% of Total Sessions



May 1, 2017–May 31, 2017

May 1, 2016–May 31, 2016

female male



202

## Audience Overview – May 1, 2016-June 12, 2017

### Sessions

2,000

1,000



### Sessions

39,617



### Users

31,452



### Pageviews

92,823



### Pages / Session

2.34



### Avg. Session Duration

00:01:54

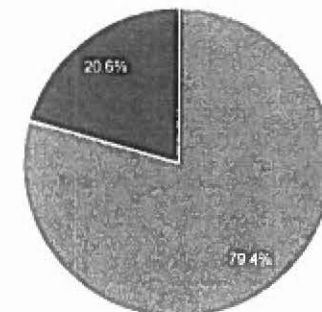


### % New Sessions

79.39%



### New Visitor    Returning Visitor



203

Page

## Community Engagement

OLD TRAILS. NEW ADVENTURES.



# NON-PROFIT COMMUNITY PROGRAM

OLD TRAILS. NEW ADVENTURES.

You have been awarded the X-LARGE package for your upcoming event. The City of Las Vegas will help you promote your event with the following elements (worth a total value of \$7100):



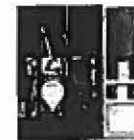
**AN INFORMATIONAL POST**  
on DarnedAuthentic.com with  
links to participant website. Plus  
inclusion in the Darned Authentic  
EVENTS CALENDAR



**SOCIAL MEDIA POSTINGS**  
on City of Las Vegas Twitter  
Instagram and Facebook



**FREE E-BLAST PROMOTION**  
to recipients of the City of  
Las Vegas Las Vegas newsletter



**A CUSTOM REMOVABLE VINYL  
"PROOF" DECAL** to display on  
your wall or window



**A CUSTOM TEMPORARY  
STREET STENCIL**, with eco-  
friendly spray chalk paint.  
Great for outdoor events,  
with multiple locations.



**DIGITAL ADVERTISEMENT**  
100px x 100px on Darned  
Authentic.com with links to  
your website for 30 days.



**CUSTOM E-BLAST** - online  
design and blast management  
for a specific e-blast to participants  
(not supplied email list)



**ADS AND PARTICIPATION**  
on the City of Las Vegas  
Website



**A CUSTOM LANDING PAGE**  
prepared with and supported  
by DarnedAuthentic.com

\*These elements will demonstrate how you can use the program.



[illegible]

# Media

200.7

## Experience

- 25 years experience in media: tourism and hospitality; healthcare; financial; recreational and educational industries
- Extensive local, regional, and national experience
- Strong reputation for building long lasting relationships
- Native New Mexican, with a deep understanding of the diverse culture within New Mexico

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## Benefits of Professional Media Buying

- Identifies client's goals and target markets
  - Behaviorally
  - Geographically
  - Builds a media plan with the proper media mix
  - Continuously tracks industry trends
- Media landscape
  - Efficiently researches and recommends media that appropriately target and reach the audience within a client's markets
  - Understands different types of media and their benefits or not to our client's campaign
- Working within a budget
  - Negotiates best rates and opportunities
  - Leverage our client's media dollar
  - Maximize our client's media buying power

209



## Target Audience

Targeting persons interested in: cultural travel; film; arts; outdoor recreation and adventure; historical sites; entertainment and events.

012

## Geographic Target Markets

Primary Markets		Secondary Markets
New Mexico	Colorado	Texas
Santa Fe	Colorado Springs	Dallas
Albuquerque	Pueblo	El Paso
Los Alamos		Amarillo
Taos		Lubbock
		Midland

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## Media Strategy

- Media vehicles include a combination of geographically focused print publications that provide not only seasonal, but primarily focus on weekly entertainment, events and activities surrounding each community in addition to timely digital display advertising, and digital audio promotions focused within a 100-mile radius of Las Vegas.
- Print ad placements showcase things to do in Las Vegas on a seasonal basis and in a timely fashion all pointing visitors to the [VisitLasVegasNM.com](http://VisitLasVegasNM.com) website to plan their trip to Las Vegas.

2/2

## Media Strategy (continued)

- Digital advertising is focused both by travel behavior and key geographical target markets within a 100-mile radius of Las Vegas, New Mexico.
- Digital display ads on regional news sites like The Santa Fe New Mexican daily top headline e-newsletters, TaosNews.com and ABQJournal.com websites.
- Digital audio combined mobile display advertising on Pandora will allow us to target and encourage visitors to explore Las Vegas, New Mexico through digital audio click right from their mobile devices directly to VisitLasVegas.com site

2/3

## Media Mix – Print

### – New Mexico Vacation Directory

- Distribution: **70,000** (Dallas, Amarillo, Midland, Lubbock, El Paso; ABQ Hotels; Racks throughout NM; ABQ home delivery to NE Heights)
- Audience: interested in outdoor, culture, adventure and travel to New Mexico

### – Santa Fean NOW

- Distribution: **28,000**
- Audience: art collectors, buyers, culturally minded

### – Santa Fe New Mexican – Pasatiempo

- Distribution: **25,000**
- Audience: interested in entertainment, timely events, arts & culture

2/15

## Media Mix – Print (continued)

### – Santa Fe Reporter

- Distribution: **18,000**
- Audience: outdoor adventure, events and activities

### – Los Alamos Monitor – Discover Summer Guide

- Distribution: **2,200** and posted online at DiscoverLosAlamos.com  
(Bandelier Nat'l. Monument; White Rock Visitor Center; Northern NM Visitor Centers;  
CO Welcome Center; Salida C of C; Amarillo CVB; El Paso CVB; Williams Visitor Center)
- Audience: outdoor adventure, events and activities

### – Los Alamos Monitor – Sunday Editions

- Distribution: **9,000**
- Audience: interested in entertainment, events, arts & culture

## Media Mix – Print (continued)

### – Taos News – Discover Taos

- Distribution: **50,000** (50,000 over 6-mo. period; 10,000 via Taos News; 10,000 via Taos Visitor Center; 10,000 to ABQ, West Texas mkt.; 20,000 Enchanted Circle, SF Airport; NM Visitor Centers, ABQ Airport; ACVB. Also available online and mobile devices via DiscoverTaos.com)
- Audience: culture, arts, outdoor adventure, events and activities

### – Taos News – Tempo

- Distribution: **12,000** (Friday Entertainment)
- Audience: art collectors, buyers, culturally minded

h/c

## Media Mix – Digital

### – Santa Fe New Mexican – Daily headline e-newsletter

- \*Top Banner
- Subscribers: **20,000**
- Daily Visitors: **339,000** avg. unique visitors/mo.
- Page views: **1.9 million** avg./mo.
- Audience: **50%** female/**50%** male

### – Taos News – TaosNews.com

- \*Top Banner
- Daily visitors: **100,000** avg. unique visitors/mo.
- Page views: **565,000** avg./mo.
- Visit Duration: **2.31** min.

217



## Media Mix – Digital/Audio

- Local Digital Reach – key search words/display ads/remarketing
  - Audience: **1,500,000** impressions (100-mile radius around Las Vegas)
  
- Pandora – audio & digital
  - Audience: **1,333,332** impressions  
(Colorado Springs/Pueblo; Albuquerque/Santa Fe DMAs)
  - Reach: **35%** of all markets
  - Frequency: **1.34** weekly
  - Unique visitors: **44,763,000**/mo.
  - Registered users to Pandora: **80 million**
  - Hours streamed: **3.9 billion** in 2016

## Media Advertising Summary

- Print Ads: **31**

(combined audience copies: 272,200 each ad placement - 6,066,000 copies over all ad placements)

- Weekly Digital Ads: **13**

Subscribers: **15,000**

Visitors Over 4-month Period: Average **85,000**

- Monthly Digital Ads: **4**

Total Impressions: **1,500,000**

- Monthly Digital Audio: **4**

Total Impressions: **1,333,332**

ocp

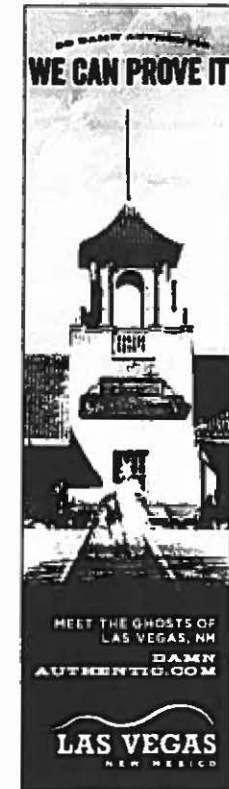
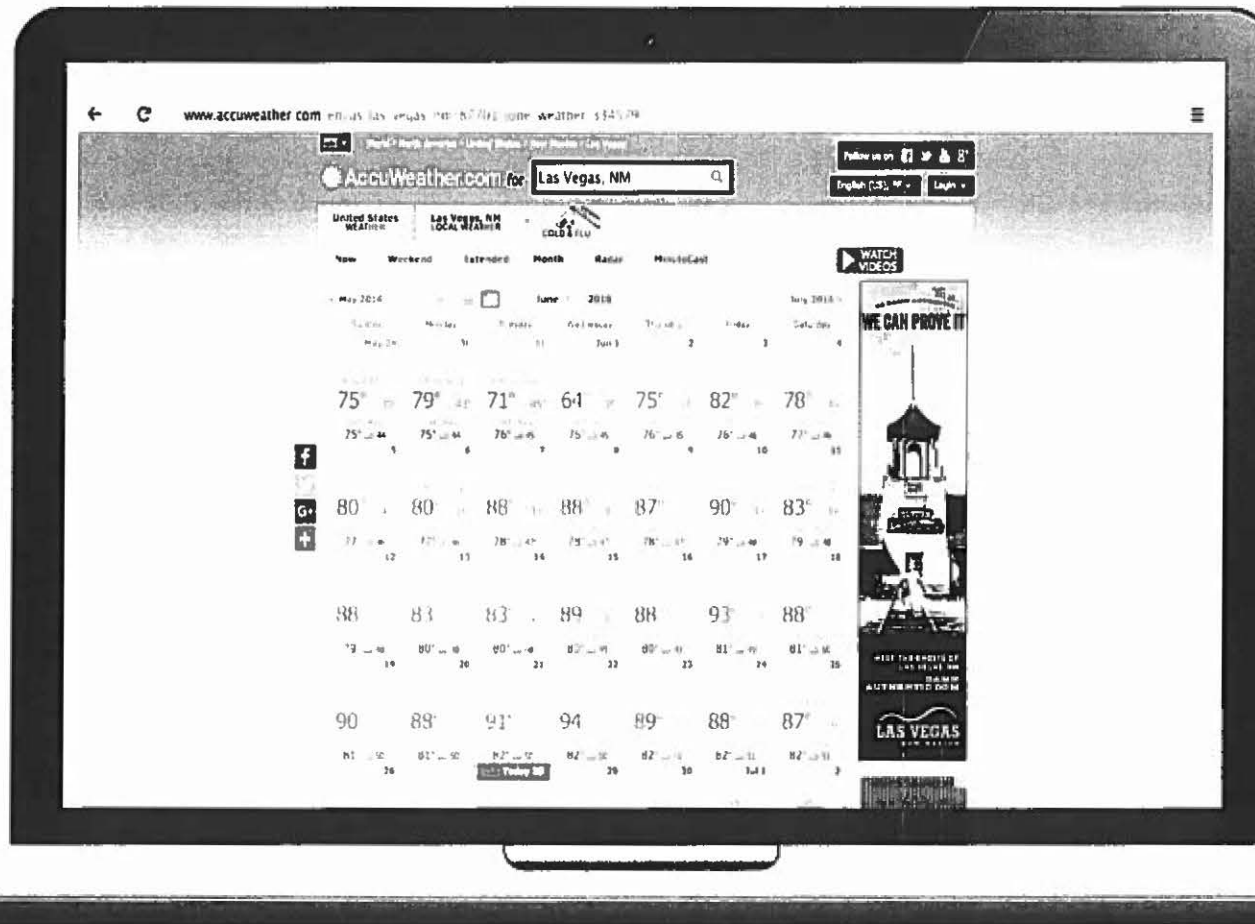
# Digital Ad Samples

CINEMAS DESIGN

City of Las Vegas, New Mexico 2016 Recap

AccuWeather.com

Display Ad



221

## Los Angeles Times



# Los Angeles Times Display Ad

NO DAMN AUTHENTIC

**WE CAN PROVE IT**



MEET THE GHOSTS OF  
LAS VEGAS, NM

**DAMNAUTHENTIC.COM**

**LAS VEGAS**  
NEW MEXICO

2017-Las Vegas Council Pres Indd 38

## FOX News Sports

## Display Ad



525

# Financial Times



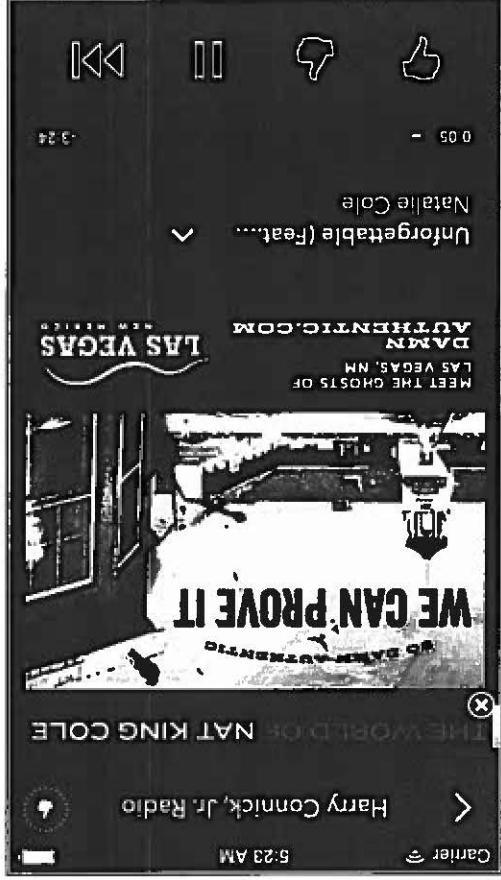


page

# Financial Times Display Ad

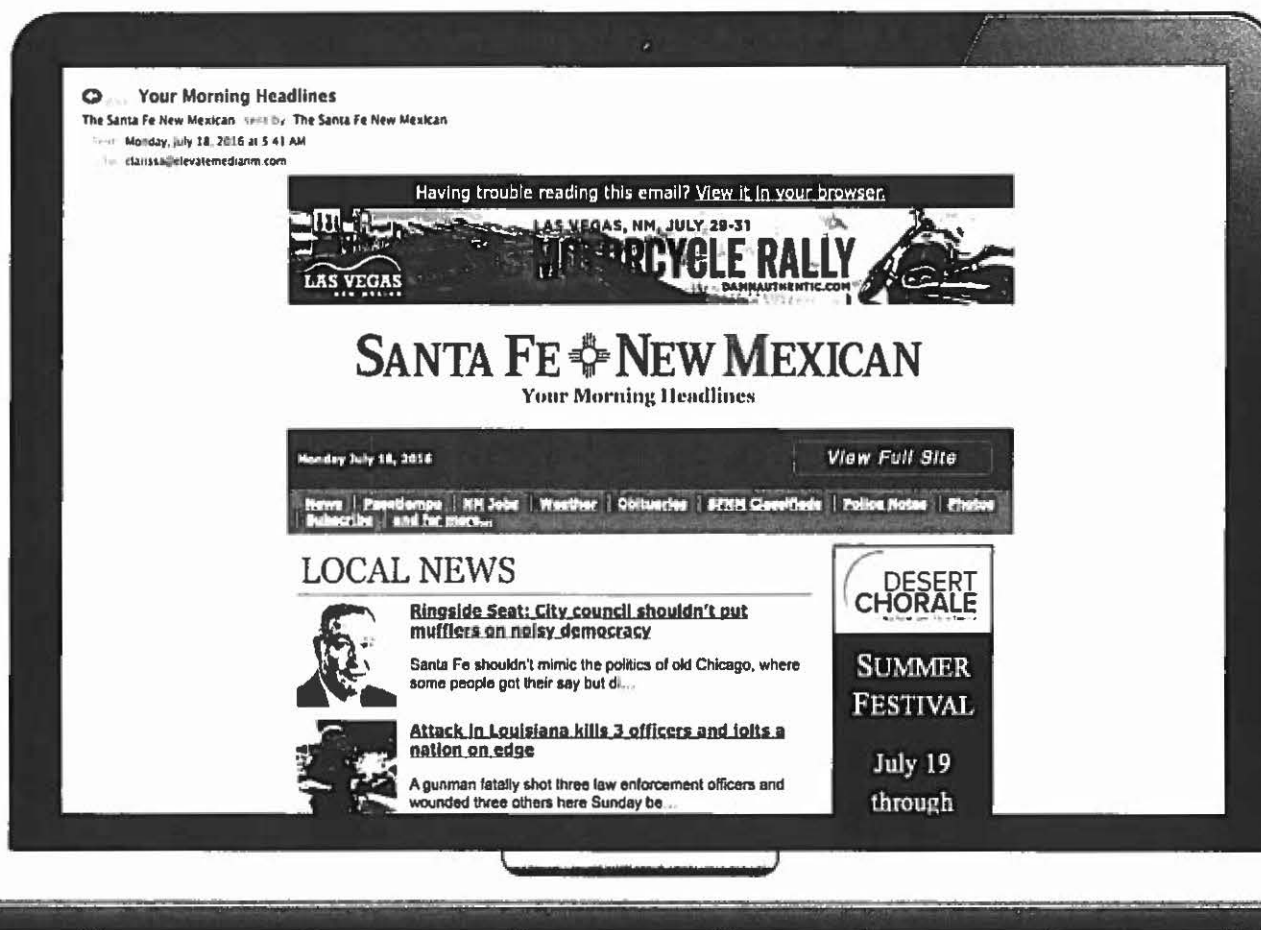


Pandora



322

## Santa Fe New Mexican – daily e-newsletter



1922

## Social Media

CISNEROS DESIGN



## Twitter

Launched the @VisitLasVegasNM account on April 18, 2016

- Organic growth (no paid advertising)
  - Average of Daily Growth: 1
  - Followers: **485**
  - Tweets earn on average **59,000** impressions per month
- The account has been added by Twitter users to the following Twitter lists (gaining greater exposure for people on Twitter interested in those particular topics)
  - New Mexico
  - National Park Tweeters
  - Travel
  - New Mexico Tourism
  - Las Vegas New Mexico
  - Bed and Breakfast pros

## Twitter

Las Vegas' follower demographics:

- **47%** male and **53%** female
- **66%** earn \$75,000 or more a year
- **60%** are ages 25-44
- **90%** are from the United States with top states being:  
New Mexico, California and Texas.
- Within New Mexico, top cities are Albuquerque **34%**, Santa Fe **14%**  
and Las Vegas **6%**
- **39%** use iPhones
- **24%** use Android

## Twitter

Top 10 Subject Tweets in order from April 18, 2016 to present  
(Tweets with these subjects received the most likes/retweets):

1. Fiestas
2. Longmire
3. Fort Union Drive-In
4. Ghost Trail
5. Doc Holliday
6. Dwan Light Sanctuary
7. Rough Rider Motorcycle Rally
8. Montezuma Hot Springs
9. Hiking
10. Meadows City Music Festival

## Facebook

Launched the Visit Las Vegas, New Mexico Facebook page on April 19, 2016

- Immediately launched a Facebook Ad to gather a target audience for the page. We have continued to run an ad with a monthly budget of \$100 and gain **100-175** followers per month.
- The page currently has **3,152** fans with an average weekly reach of about **16K**. 1/4 of the traffic comes from our Facebook and 3/4 is organic.



## Facebook

Las Vegas' follower demographics:

- **66%** female and **34%** male
- **65%** are ages 25-54
- **95%** are from the United States with top states being:  
New Mexico, Texas, Colorado and Arizona.
- Within New Mexico, top cities are Albuquerque, Las Vegas,  
and Santa Fe

## Facebook

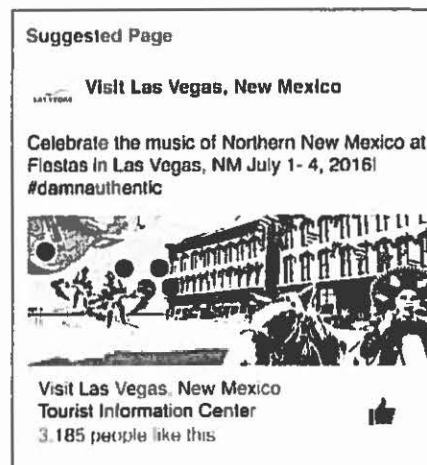
Top Subjects of posts (based on reactions/shares/comments):

1. Fort Union National Monument
2. History
3. Fiestas
4. Longmire
5. Hiking/Outdoors
6. Music
7. The Plaza
8. Hotels
9. Food
10. Dwan Light Sanctuary

## Facebook

### Ad Campaign

- We have run ads on Facebook for the Ghost Trail, Film Trail, Fiestas and the Rough Rider Motorcycle Rally
- Those ads have added more than **1600** new fans to the Facebook page and reached more than **150,000** people



## Instagram

Launched Instagram @VisitLasVegasNM on April 26, 2016.

– Organic growth

- Average of Daily Growth: **1**
- Followers: **377**
- Photos liked: **1,200X**

## Instagram

Top Subjects of posts (based on likes/comments):

1. Longmire
2. Outdoors
3. History/Old West
4. Plaza
5. Dwan Light Sanctuary
6. Fiestas
7. Rough Rider Motorcycle Rally
8. Fort Union National Monument
9. Music
10. Food

## Social Media Samples

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## Twitter



**Las Vegas New Mexico** VisitLasVegasNM · 133

Las Vegas First sponsors Music in the Plaza Park Gazebo, Fridays at Fresco, July 8-Aug 19. #damnauthentic ow.ly/ZqHA3003lqA

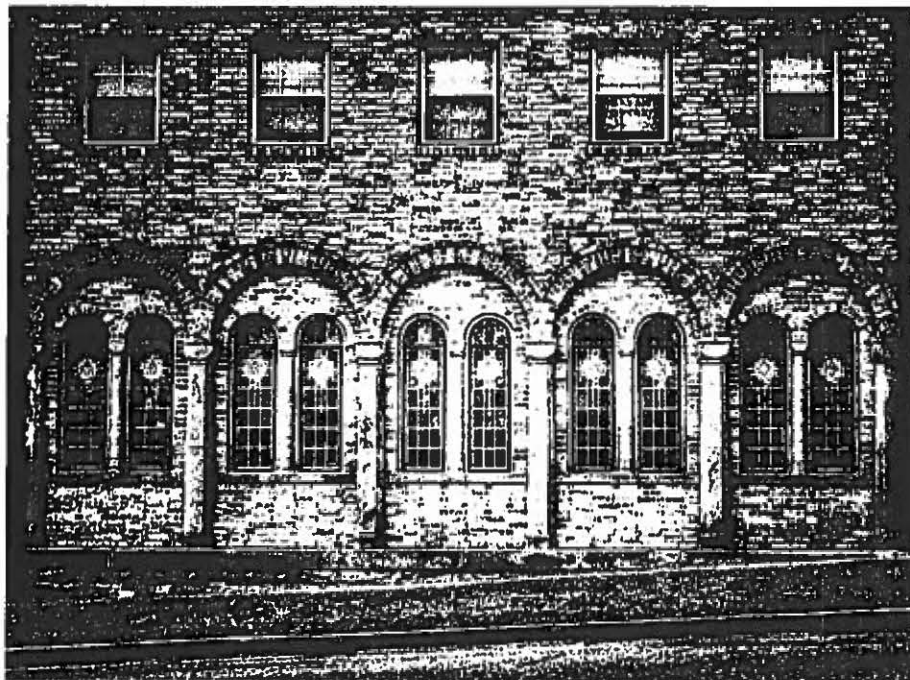


**Las Vegas New Mexico** VisitLasVegasNM · 133

The TV Series Longmire has made a long term home in Las Vegas. #DamnAuthentic ow.ly/4nk6tS

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## Facebook



## Visit Las Vegas, New Mexico

Another visitor finds Las Vegas, NM #damnauthentic

"There's so much more to New Mexico than Santa Fe and Taos. I loved the old-school urban vibe of Las Vegas and thoroughly enjoyed my day there."

via: @caryngilbert

Like Comment Share



14

1 share



Sponsored

Create Ad



Find your savings  
GEICO.com



2/12

# Instagram

CINEMAS DESIGN

City of Las Vegas, New Mexico © 2016 RevUp



visitasvegasnm

99 posts 233 followers 210 following

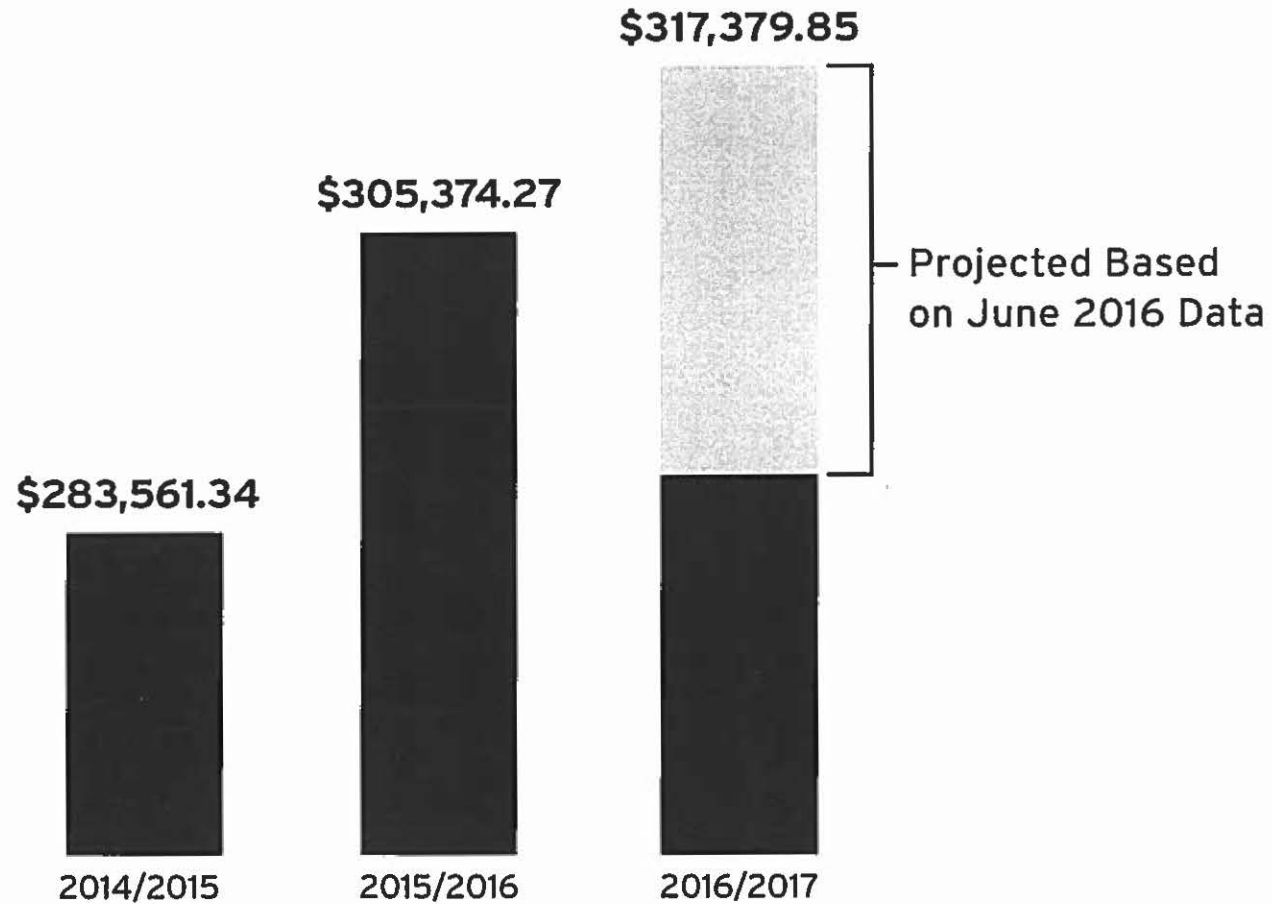
Visit Las Vegas NM So Authentic We Can Prove It. Old Trails, New Adventures. Las Vegas, New Mexico. [visitasvegasnm.com](http://visitasvegasnm.com)

## Budget Breakdowns

Budget	2016		2017	
	Dollar Amount	Percentage	Dollar Amount	Percentage
Media (Media Plan Dev. and Insertions)	\$46,303.55	18.34%	\$44,000.00	22.00%
Design and Project Management	31,043.34	12.26	30,000.00	15.00
Social Media	10,303.78	4.08	17,414.00	8.71
Website	42,711.96	16.98	18,316.00	9.16
Misc	21,585.59	8.55	13,270.00	6.63
E-Blasts	3,967.49	1.57	3,000.00	1.50
Archive Development (Photography and Copywriting)	36,036.15	14.27	4,000.00	2.00
Campaign Development	35,210.24	13.95	10,000.00	5.00
Community and Event Promotions	25,311.53	10.00	60,000.00	30.00
<b>TOTAL</b>	<b>\$252,473.63</b>	<b>100.00%</b>	<b>\$200,000.00</b>	<b>100.00%</b>

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## Lodger's Tax Analysis—Year End



hpc

O & A

dhc

Thank you!

7th

