TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE
LODGERS TAX ADVISORY BOARD
REGULAR MEETING
TUESDAY APRIL 9, 2019
11:30 AM
RED RIVER CONFERENCE CENTER
COUNCIL CHAMBERS
AGENDA

1. CALL TO ORDER, 11:37
2. ROLL CALL, Linda, Jenna, Reed, Courtney, Max, Andi, Karen, Sloan & Paulette
3. COMMITTEE REPORTS
   a. Chamber of Commerce – See attached
   b. Red River Ski Area - See attached
   c. Tourism Director
      i. Dallas Travel/Adventure Show – Good show, RR should continue. Taos Air was
close, good visual. SF Tourism has a block for Denver show – would be good fo
us to join them.
           Matcha/RootsRated target stories are coming along. New marketing Grant due
           May 7, good changes.
   d. Marketing Plan Update
      i. Facebook
      ii. Q4 Media plan – available from Jenna
   e. Status of Booking Conference Center
      i. April 20- end Oct weekends are booked.
   f. Lodgers Tax Report and Financials
      i. Airbnb Agreement – we do not have one, should.
      ii. Maybe add occupancy % to monthly LT form to get real visitor numbers
4. ECONOMIC DEVELOPMENT
   a. SBDC Will be in town monthly to meet with any interested businesses.
5. REVIEW OF SPECIAL EVENT FUNDING
   a. Proposed Funding from Committee – Budget of $50,000 MAX, not total.
      i. SW Pickers - $6,000/$16,000
      ii. First Responders Retreat - $1,000/$18,000
      iii. WestFest - $2,500/$2,500
      iv. Questa Creative Council/Plein Air - $2,000/$16,000
      v. RRFE – Use of parking lot (still pay deposit) and waive 2 conference center days
         for setup/breakdown /$7,000
      vi. Community House - $0/unknown, no specific request, didn't complete
          application
vii. Songwriters Festival - $3,500/$3,500
viii. Folk Festival - $5,000/$5,000
ix. UT - $7,500/$10,000
x. RR Chamber of Commerce ($13,450/$20,350)
   1. 4th of July - $650/$650
   2. RR High Mountain Run - $0/$1,500
   3. Century Tour - $1,000/$1,300
   4. Breakfast with Santa - $800/$800
   5. Mardi Gras - $3,500/$4,100
   6. Bacon & Brews - $5,500/$5,500
   7. Art & Wine Fest - $2,000/$6,500
   b. Total: $40,950/$98,350; Budget $50,000 – Leaves some available for new events/requests (example: Bacon & Brews last year)

6. OTHER
   a. Q2RR Trails – Process back on for summer
   b. Parks Proposals available for view in Conference Center.

7. ADJOURNMENT
Chamber of Commerce
Red River

Economic Development Meeting

April 5, 2019

Website Traffic
- Almost all vendors spots fill

Meeting Day
- Vendor signing up
- Finding a booth and stage
- Friday 3-8 pm, Saturday 11-6 pm
- May 17-18, 9 am - 2 pm

Beech and Brava Festival

- California is now number 4
- Same to states
- Geography
- 65
- Sports around, Century Town, Mill Marathon, Slalom, softball,
- Summer concerts, etc.
- Traffic down off season

https://mail.google.com/mail/u/0?pli=s#inbox/Qgrc-HamPSWmSvTcXfGzqdsxMrFqFprojector=1&messagePartId=0.1.3
Digital Marketing Q2Q4 Forward

- 13% CTR
- 1,000 clicks
- 895,000 impressions

Facebook
- install base growth 12% Q4
- acquired product +10,000
- Facebook engagements
- organic impressions
- 76,000 impressions

Google Adwords
- ROI growth
- 75% CTR
- 50% CTR
- 4,000 clicks
- 750,000 impressions
- 76,000 impressions
- 40% growth
- 11% CTR
- 750,000 impressions

Digital Marketing Q2Q4 Forward
- 11% growth
- 75% CTR
- 50% CTR
- 4,000 clicks
- 76,000 impressions
- 76,000 impressions
- 40% growth
- 11% CTR
- 750,000 impressions

Summer Geothermal Package
- July 1st - August 31st
- $499.99 per unit
- Limited time offer
- Pre-order now