

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 for us to join them.
 - ii. Co-op – Winter Video still in production, release mid-summer. 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. LIT - \$7500/\$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.

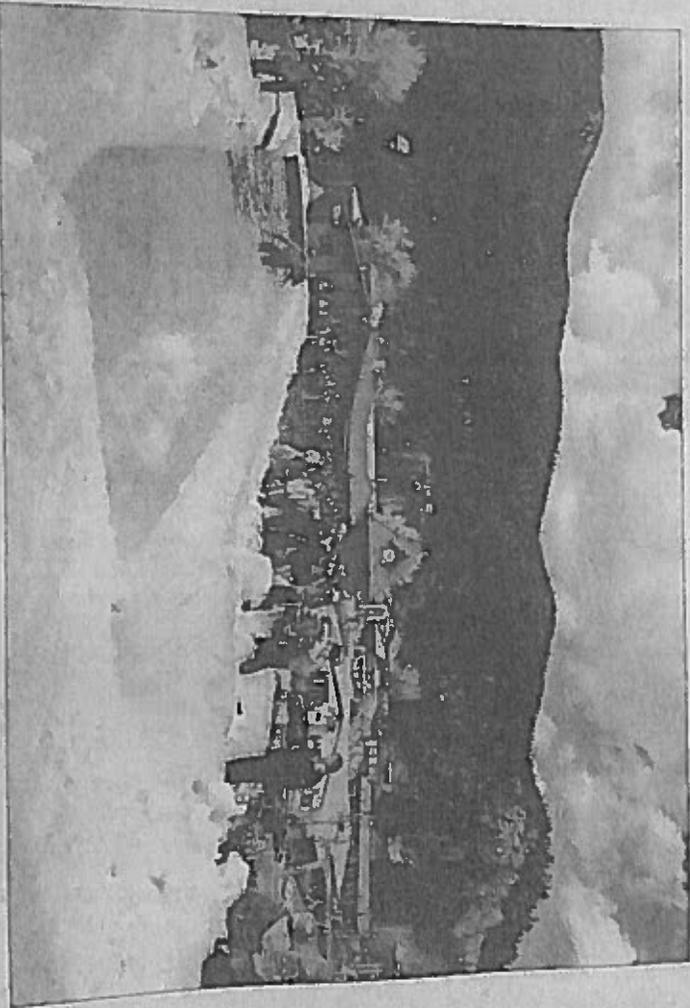
7. ADJOURNMENT



Red River Ski & Summer Area
Skiing • Snow • Summer

ECONOMIC DEVELOPMENT & LODGERS TAX COMMITTEE

APRIL 9, 2019



RED RIVER SKI & SUMMER AREA ECONOMIC DEVELOPMENT SUMMARY

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Red River Chamber of Commerce

Economic Development Meeting

April 5, 2019

Bacon and Brews Festival

- ✓ May 17-18 *Tue Wed*
- ✓ Friday 3-8 pm, Saturday 11-6 pm
- ✓ Finding a band and stage
- ✓ Vendors signing up

Memorial Day

- ✓ Almost all vendor spots full

Website Traffic

- Traffic down – off season
- Summer events traffic is up
 - ✓ Specifically, Century Tour & Half Marathon *almost double.*
- Geography
 - Same 10 states
 - California is now number 4

Summer Operations Schedule

- Soane Charlitt & Pioneer Flyer: May 25th & 28th
- Soane Charlitt & Pioneer Flyer: May 31st - June 2nd
- Open Daily with all Activities: June 7th

Upcoming Events

- Fishing Derby: May 18th

19/20 Season Passes

- Launching in April.

Digital Marketing Campaign Winter Recap - will be more clear round.

- Analytics over 86 days, December 27, 2018 through March 22, 2019.
 - Google Adwords
 - 79,000 impressions
 - 4,00 clicks
 - Southwest CTR 8.4%
 - Texas CTR 7.9%
 - Colorado Front Range CTR .72% (Paused this campaign back in January)
 - Industry average CTR on Google Adwords is 4.05%
 - Facebook
 - 858,000 impressions
 - 11,000 clicks
 - 1.3% CTR

Digital Marketing Going Forward

- Summer audiences will be segmented into three groups.
 - Visitors already in the region, roughly a 30 mile radius. Launching June 7th.
 - Colorado Springs down to the south, including Oklahoma, Texas, New Mexico, etc. Focus on areas that need to escape the heat. Launching May 1st.
 - National audience searching for family vacations in New Mexico and the mountains. Launching May 1st.
- Transitioning into a year round focus on digital advertising going forward with Propeller Media Works.
- Winter will be launching in September with a focus on the below regions.
 - Southern California, Houston, Austin, and Dallas.
 - New Mexico and the Southwest.
 - Texas
 - Colorado Springs southeast over Oklahoma.