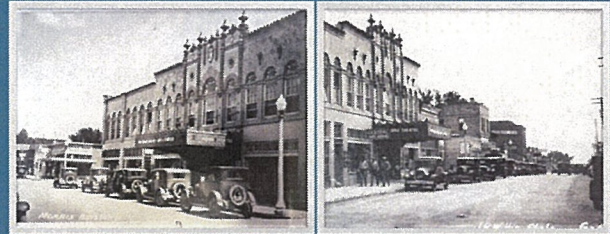


GALLUP *Real* TRUE

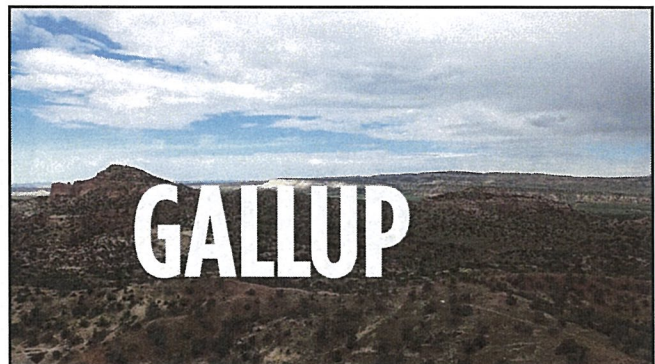
Welcome to Gallup and the
Historic El Morro Theatre & Events
Center

HISTORIC MARQUEE- 1928 (Happy birthday!)



LEDA Grant and Beyond

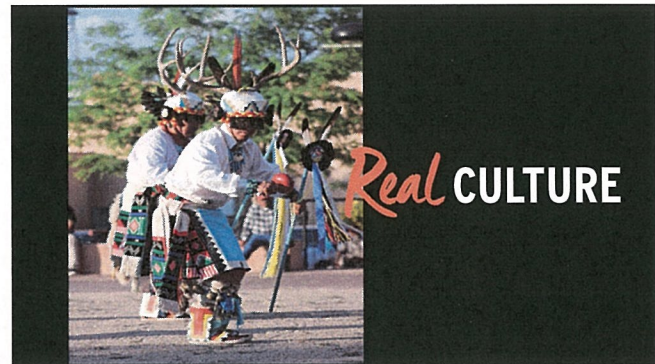
- 2016 New Walls (next to stage and behind it), New Curtains, New Aisle Lights, New Balcony Staircase Railings, New Wheeling Staircases, New Wall for Basement Staircase Wall, Exhaust fan to projector booth, Addition of two permanent part-time staff to the seasonal staff
- 2017 New large volume popcorn machine, addition of full-time program support specialist Purchase of Closed Caption/Hearing Impaired System addition
- 2018 Contract with ICEE. New Manager July 1 (program support specialist reclassified) Installation of the CC system. Completion of the LEDA grant with a resurfacing and reinforcing the infrastructure of the stage floor itself coming in November/December
- Enormous growth (approx. revenues) 2014 \$35K, 2015 \$76K, 2016 \$116K, 2017 \$127K



What made us **GALLUP*Real*TRUE**

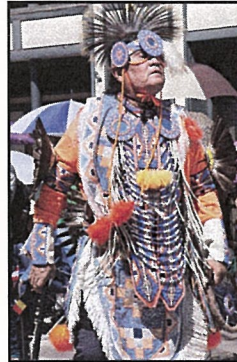
Gallup rebranded with assistance from the FY16 Co-operative Grant from the New Mexico Tourism Department

- Gallup McKinley County Chamber of Commerce partnered with Gallup Lodgers' Tax for \$80,000 in funds that were matched by NMTD
- Established through surveys of the community, local businesses, focus groups, and ultimately a vote on the final brand and brand components by the Gallup City Council
- Leverages the State's "New Mexico True" marketing campaign into a unique but compatible identity



Lodgers Tax & Tourism Jobs

- 40 Hotels with over 2400 rooms throughout the City of Gallup with brands including Marriott, Hilton, Choice Hotels, Wyndham, Holiday Inn, Best Western and more
- Average occupancy is 65%, Annual taxes collected \$1.3 million
- The New Mexico Hospitality Association reports that in McKinley County alone over 500 individuals are employed in the lodging industry. In the leisure and hospitality sector- entertainment, theatres, restaurants, etc. - there are over 2,000 employees in the Gallup area in this sector. When those statistics are combined it means that 23% of the employment in McKinley County sees a direct impact from Tourism spending.



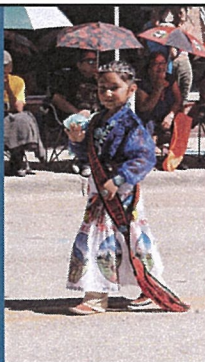
Gallup Inter-tribal Indian Ceremonial (2017 study)

- Over 12,000 attendees for the 10 day event, an increase of 39.4% over the previous year
- Direct economic impact out-of-town visitor spending estimated at \$1,337,182
- Induced/Indirect economic impact \$951,057

Ceremonial Funding- City & County

FY 18 Spending and Services Breakdown


- City of Gallup Lodgers Tax \$50K grant for advertising, \$10K in event sponsorship
 - City of Gallup Red Rock Park Fees Waiver \$65K+
 - City of Gallup Parks and Recreation Staffing \$30K+
 - City of Gallup Police
 - 92 Shifts, 487 Hours Worked, approx. cost \$18K
 - City of Gallup Fire Department
 - 2 medics over 5 days, \$1100 plus Emergency Management specialist for \$350
 - McKinley County Contribution \$40K
- Total: \$215,450.00



Summer Nightly Indian Dances


- Total Attendance from May-September of 2017 was 25,813
- Confirmed Dance Groups for 2018 Include Zuni Cellicion, Zuni Olla Maidens, Zuni Kallestewa, Navajo, Taos, Hopi, Sioux, Shelly Morningsong, Apache Crown Dancers and new this year are the Acoma, Laguna, and San Juan
- Numbers are already ahead of 2017's averages






Red Rock Balloon Rally (2017 study)

- Total of 8,852 visitors and locals that attended the three day event with over 6,000 unique visitors and pilot parties- three day event
- Direct economic impact out-of-town visitor spending estimated at \$433,717
- Induced/Indirect economic impact \$216,486
- \$25K grant for marketing from City of Gallup Lodgers Tax



Route 66 Freedom Ride, Flight & Cruise (2017 study)

- Total of 5,138 unique visitors with a 12% increase over 2016
- Direct economic impact out-of-town visitor spending estimated at \$321,803
- Induced/Indirect economic impact \$170,465
- \$21K grant for marketing from City of Gallup Lodgers Tax



Newest Event
Gallup Native Arts Market

- City of Gallup Fully Sponsored Event in line with the City Strategic Plan
- 2017 Market had 43 artists, over 2K in attendance and over 50K in artist sales
- 2018 Market had 150 artists /114 booths from 9 different tribes.
- Nina Alexander from Indian Arts and Crafts Board of the Department of Interior at 2018 Event with focus on buying authentic and reporting fakes

August 9-11, 2018

A Direct Retail Market in Downtown Gallup featuring authentic Native American Art from Southwestern tribes

www.GallupNativeArtsMarket.org
505-863-1227
GALLUP, NM 86601

We are growing

- Membership in the National Tours Association, the American Bus Association, the American Alaskan Indian Native Tourism Association, Grand Circle Association
- Press Features this year: Group Tour Magazine, NTA's Courier Magazine, CarRentals.com (Americans Recommend their favorite Road Trips), USA Today Travel Tips
- Content in Development: Albuquerque Journal Summer Travel Guide, USA Today 10Best, Dag og Tid (Day & Time Norwegian weekly circular)
- Group Travel/Receptive Tour Sales Efforts- NTA, IPW and Jan 2019 ABA

First Hand Press Exposure 2018



New Mexico Tourism
Department Familiarity Tour
August 10, 2018
Ceremonial & Downtown Gallup



Homeschool Enrichment
Adventure Road Trips
Conference
November 11-13, 2018
El Rancho Hotel



Travel Media Showcase
Family Travel Conference
November 14-17, 2018
Red Rock Park



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