

Spanish Danzart Society/ Entreflamenco Performance Season OTAB

Entreflamenco presented more than 74 performances in Santa Fe in 2016. Total ticket sales of our performance season was some \$123,085. The total number of attendees were 3105. The number of out of town attendees were some 1907 from 42 states and 8 foreign countries. The event was a much greater success to the estimates of our application or prior years event(s). In addition to reaching a greater audience, this was facilitated by relocation to the plaza. Our accessibility to visitors in the historic downtown area results in elevated ticket sales received from area foot traffic. Also, the support received from concierges sending clientele has augmented immensely. The total revenue that the event produced was some \$124,810.

Marketing Plan

Our marketing and publicity strategies used to promote our event consisted of networking with all local hotels, bed & breakfasts, local businesses, publications and varied forms of media. We distributed rack cards, 11x17 sized posters throughout Santa Fe and Albuquerque at more than 100 locations. We had brochures distributed at visitor centers throughout the state of New Mexico, Arizona, Colorado and Texas. We invested into marketing tactics online to enhance our presence on Social Network via Facebook, Twitter and Instagram within an estimated augmented reach of 28,591 views. Our event was posted on more than 30 online calendars.

The most effective strategies that brought in ticket sales by far were the calendar listings. We find that most visitors already have their plans made for their stay before they arrive to Santa Fe. After the listings, the Santa Fean NOW weekly advertisement, the distributed brochure and rack cards in the Visitors Centers and the patrons that the concierges sent us made up the majority of our ticket sales. We will definitely repeat these tactics. The posters distributed amongst

commercial locations and the online enhancement were very helpful so that our visibility was a constant reminder to come and see the show while in Santa Fe. The Newspaper advertisement was the least effective. This may be the only tactic that we may not repeat. For future seasons we will continue to practice the same strategies. Anticipated changes will be applied to the online enhancement, we need to learn more on how to take full advantage of this type of visibility.

Expenditures & Revenue

Overhead expenditures consisted of artistic salaries of 9 individuals totaling \$63,771. Our advertisement costs had totaled \$15,479.37. Rental space that we had paid out to The Lodge at Santa Fe were a total of \$30,000. The remaining amount of \$18,919 was paid out to cover the venue rental at plaza location. Design & Production totaled \$26,346. Materials and supplies that were also related to the project were a total of \$8449. Travel expenses totaled \$2,614. Total overhead expenditures were \$165,578.37.

Our marketing/ advertisement were distributed as such: Newspaper advertisement were spent on Best of Santa Fe advertisement with SF Reporter, \$298.94. We had spent on magazine advertisement with Annual Manual one full page ad for \$1082.04 and twelve ¼ page ads with Santa Fean NOW \$5523.96. We had various 24 X 36 posters that were placed in hotels & car stickers for shuttles and vehicles that costed \$579.19. We had program books and brochures that were distributed throughout the state of NM, Arizona, Texas and Colorado Visitor Centers that cost us \$4800.15. Online marketing/ advertisement dollar amounts spent on Social Networking were \$1436.78. Website and Google costs were \$173.85.

Earned income had totaled \$124,810. That number consisted of the total ticket sales and our program book sales to the community and local businesses. The total number of audience members reached throughout our season were 3105 that attended our performance. Our ticket sales were the following: Summer Season \$94,000, Fall Season \$15,865, Holiday Season \$13,220. We sold Program Ads that totalled \$1725. In kind donation was received in form of printing from Paper Tiger Printers on Montezuma that totalled \$2000. Volunteer staff of two individuals- that had donated their efforts box office, usher and house manager had totaled an amount of \$8420, in addition to another

Our event directly produced tourism revenue as a cultural event as many visitors associate the identity of Santa Fe with flamenco dance performance. The City of Santa Fe has the longest running tradition for Flamenco dance production in the United States. Originating back to 1964, the flamenco seasons were available to the visitors during the summer only. Entreflamenco has taken that to a higher level by presenting more than 74 performances during the high and off seasons in Santa Fe throughout 2016. The number of room nights used in local hotels/motels is difficult for us to determine. We estimate that most of our visiting patrons had a 3-4 day stay. The estimate of economic impact other than hotel room nights would be on the food industry, museums and health/ wellness centers.

Special mention: Our partnership with International Folk Art Museum Exhibit is important to highlight. The exhibit and support we received from the museum helped us gain many patrons. Those who had experienced the exhibit, when realizing that the artists featured in the photography were performing live, were quick to purchase their tickets to our show.

Total Revenue generated from room sales: \$ please see additional notes

Total number of Attendees
- (tickets sold, registered guests, public) 3105 tickets sold

Total number of Participants
- (out-of-town vendors/volunteers working event) 18

- **The Pre- and Post-Event Budget needs to be completed and attached to your final report. Your final report should include a one- to two-page summary of your event with the following information.**
 - **Total ticket sales**
 - **Number of out of town attendees**
 - **How the event compared, both to your application estimates and to any prior year's events, in the number of people attending**
 - **Revenue generated**
 - **Please summarize the marketing and publicity strategies used to promote your event and the City of Santa Fe. Make an honest assessment of what strategies worked, which did not and what changes you might anticipate making if the event is repeated.**
- You will be required to attend the next O.T.A.B. meeting scheduled after your event to present your final report.

Name of Organization Spanish Danzart Society

Amount of Grant: \$ 7500

Date Awarded 2016

Specify other revenue SF Arts Commission \$ 7000
Sources contacted/granted: _____ \$ _____

_____ \$ _____

_____ \$ _____

NOTE: All expensed items must be directly related to promotion, advertising and marketing.

<u>Categories</u>	<u>Description</u>	<u>Projected Expenses - Revenue</u>	<u>Actual Expenses - Revenue</u>
Newspaper	<u>SF Reporter</u>	\$ <u>402.92</u>	\$ <u>289.94</u>
Magazine	<u>Santa Fean NOW/Reporter</u>	\$ <u>6350</u>	\$ <u>6606</u> -
Poster	<u>24X36, Retractable</u>	\$ <u>1,549.51</u>	\$ <u>579.14</u> -
Brochure	<u>Brochure Distribution</u>	\$ -	\$ <u>3520.15</u> -
Radio	<u>Pro bono</u>	\$ - - - -	\$ - - - - -
TV	<u>N/A</u>	\$ - - - -	\$ - - - - -
Creative	<u>Billboard</u>	\$ <u>15000</u>	\$ - - - - -
Printing	<u>Programs, Rack Cards</u>	\$ -	\$ <u>2893.57</u> -
Postage	<u>N/A</u>	\$ -	\$ - - - - -
Direct Mail	<u>N/A</u>	\$ -	\$ - - - - -
Production	<u>N/A</u>	\$ -	\$ - - - - -
Web site	<u>Wix & Google</u>	\$ <u>65.92</u>	\$ <u>173.85</u> -
Other (specify)	<u>Online Advertising</u>	\$ - - - - -	\$ <u>1416.72</u> -
TOTALS:	<u>Marketing</u>	\$ <u>23,368.35</u>	\$ <u>15,479.37</u>

Total Hotel/Motel Rooms Filled: Please see additional note.