

O.T.A.B. FINAL REPORT: REVIEW SANTA FE PHOTO FESTIVAL

Total ticket sales: 74 (not including 100 participating photographers and 45 reviewers)

Number of out of town attendees: 129

Revenue generated: \$126,000

o How the event compared, both to your application estimates and to any prior year's events, in the number of people attending

The expansion of the Review Santa Fe Photo Festival performed as projected. As we had an existing client traveler base of 100 paying participants and 45 reviewers, nearly 90% out of state, we anticipated with the new "festival pass" offering as well as workshops and a special event to entice about 50 additional new festival attendees in our first year. Our numbers are 74 total additional attendees, 50 of those from outside of Santa Fe, with most from out of state. This includes 74 more people than the previous year who were paying participants for the festival. Many conference attendees brought their partners who were able to more fully engage with the festival due to the festival pass and special event ticket options.

CENTER promoted the unique sense of place to highlight the City of Santa Fe in our marketing efforts and the outstanding photographic opportunities. There were a total of 61 additional room nights purchased before and after the conference events as participants and festival attendees stayed to enjoy Santa Fe outside of the conference.

This was the first year that the event, known internationally as one of the premier conferences for photography, was promoted as a Festival. We anticipate selling more festival passes as the word about the event turning into a festival spreads throughout the national and international photo communities. In 2017, and moving forward we anticipate a steady growth of festival attendees of 25% per year. To better accommodate the growth we have changed venues to allow for more meeting space. In 2017, CENTER will be at the Drury Plaza Hotel occupying 3,500 more square feet of meeting rooms than previous years.

o 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.

CENTER received funding from O.T.A.B. to support the digital advertising of the Review Santa Fe Photo Festival that included dedicated website pages, dedicated e-announcements, digital ad placements and social media promotions.

The website pages dedicated to the event included information on the Festival Pass, Workshops, and special events for visitors to attend. To drive traffic to the site and to promote the events, we sent out six e-newsletters to promote these offerings to visitors that goes out to a 14,000 subscriber targeted list of photographers [August 11](#), [Sept 2](#), [Sept 23](#), [Oct 6](#), [Oct 21](#), and [Nov 2](#), 2016.

The high distribution magazines chosen to promote Review Santa Fe Photo Festival were industry specific and included, Aperture with a distribution of 50,000, Popular Photography, and American Photo together equaling more than 50,000. Also, to reach our target audience we opted to send a dedicated email to the Santa Fe Photographic Workshops subscribers with a distribution of over 20,000 instead of the more arts based list of Hyperallergic.

We hired Simply Santa Fe social media marketing consultants to provide content and online marketing strategy that included promoted Facebook posts as well as an Instagram contest with a festival pass give-away. The contest was #JourneytoSantaFe as a way to entice out of town photographers to travel to NM for the Festival. The hashtag #ReviewSantaFe was used to promote the festival online with an estimated reach of 194,115 people and approximately 321,273 impressions. Please see the enclosed social media report from Simply Santa Fe for more information on our reach.

We believe these all to have been successful strategies and with proper funding would employ them again as our audience is very responsive to online marketing. One change we would like is to begin marketing the event earlier. Although we started promoting in July and August to the CENTER audience, the magazines and Santa Fe Workshops did not send out their e-announcements until about one month out from the event. The reason is that we noticed that many of our participants make their travel arrangements about one month from the event. As such, we initially thought it would be the most ideal time to aim for early October for these dedicated e-announcements to drop. Moving forward, we would like to have two e-announcements, one in the summer months so people can plan and another about 4-6 weeks out from the event as a reminder to take action.

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

*Acknowledgement Certificate:

State of New Mexico

County of Santa Fe

On this 30 day of March, 2014, I Laura Pressley certify that the information submitted for the Lodgers Tax Funding Assistance Application is a true, exact, and complete.

[Signature]
Acknowledger's Signature

Executive Director
Title/Position

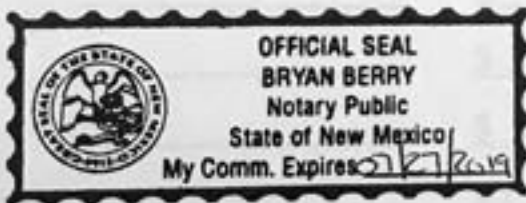
Subscribed and sworn before me this 30th day of March, 2014

By Laura Pressley

(Seal)

[Signature]
Notary Public

My commission expires 07/27/2019



Note: This application will not be accepted without full acknowledgement.

*Pre and Post Event Budget Report Form

Name of Organization CENTER

\$7,000

Amount of Grant: \$

Date Awarded 5-20-2016

Specify other revenue

Sources contacted/granted: NEA \$ 25,000

New Mexico Arts \$ 6,399

SF Arts Commission \$ 6,000

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		\$ -	\$ 1,100 -
Magazine		\$ 9,000 -	\$ -
Poster		\$ -	\$ -
Brochure		\$ 4,000 -	\$ -
Radio		\$ -	\$ -
TV		\$ -	\$ -
Creative		\$ 3,000 -	\$ -
Printing		\$ 3,500 -	\$ -
Postage		\$ -	\$ -
Direct Mail		\$ 3,500 -	\$ -
Production		\$ -	\$ -
Web site		\$ 3,000 -	\$ 2,790 -
Other (specify)	Promoted posts & e-announcements	\$ 4,000 -	\$ 5,434 -
TOTALS:		\$ 30,000 -	\$ 9,324 -

Total Hotel/Motel Rooms Filled: 334 (Figure includes the event hotel only)

Total Revenue generated from room sales: \$ 47,039

Total number of Attendees
- (tickets sold, registered guests, public) 725

Total number of Participants

- (out-of-town vendors/volunteers working event) 225

- **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.

II. POPULAR PHOTOGRAPHY & AMERICAN PHOTO

\$2,000

DEDICATED E-ANNOUNCEMENT - 54,968 subscribers total

<http://links.bonniersciencegroup.com/servlet/MailView?ms=MjY3OTI2NDIS1&r=MTEzNTc5NTkwMTg2S0&j=OTAYNzA5NjY5S0&mt=1&rt=0>

Mailing

Name: PHO.SPO.ADV.SantaFe.000.
V00000.20161014.0

Subject: Participate in the Review Santa Fe Photo Festival!

Contact Source: PPH.SPO.Engagement.1_28 (35244)

Sent: 10/14/16 05:03 PM

Sends	35244
Opens	13059
Clicks	294
CTR	2%

Mailing

Name: APH.SPO.ADV.SantaFe.000.
V00000.20161011.0

Subject: Participate in the Review Santa Fe Photo Festival!

Contact Source: APH.SPO.Engagement.1_28 (19735)

Sent: 10/11/16 09:01 AM

Sends	19724
Opens	5689
Clicks	195
CTR	3%

[Link to Report](#)

III. APERTURE

\$750

AD IN E-NEWSLETTER - 54,356 subscribers

<http://us4.campaign-archive1.com/?u=523c5db36c74a1eb85bc167a6&id=aaaa750af2&e=41253de82e>

APERTURE DIGITAL ADVERTISING REPORT

Advertiser: CENTER

Campaign: Review Sante Fe Photo Festival

Report date: November 8, 2016

E-NEWSLETTER AD

CREATIVE	DROP DATE	SUCCESSFUL DELIVERIES	TOTAL OPENS	OPEN %	TOTAL AD CLICKS	AD CLICK-THRU-RATE
Med. Rectangle	October 20, 2016	54,356	13,890	25.6%	43	0.31%

E-newsletters: Industry Avg. Open Rate = 25.7%, CTR: 0.2–0.3% is average, 2% is outstanding

IV. SANTA FE WORKSHOPS

\$1,000

DEDICATED E-ANNOUNCEMENT - 20,583 recipients

<http://us10.campaign-archive1.com/?u=ed18d969e72ed51ebd4cb6229&id=c71abae7ee&e=df6ac07358>

20,583 Recipients

List: Santa Fe Photographic Workshops Newsletter

Delivered: Thu, Oct 13, 2016 12:00 pm

Subject: Participate in the Review Santa Fe Photo Festival!

0 Orders		\$0.00 Average order revenue		\$0.00 Total revenue	
Open rate 25.3%		Click rate 1.0%			
<div></div>		<div></div>			
List average 23.9%		List average 2.5%			
Industry average (Photo and Video) 24.5%		Industry average (Photo and Video) 3.1%			
5,189 Opened		199 Clicked		51 Bounced	
				23 Unsubscribed	

V. SOCIAL MEDIA

\$1,684

CONTENT STRATEGY AND IMPLEMENTATION FOR FACEBOOK POSTS, INSTAGRAM & MORE
Please see attached social media report generated from Simply Santa Fe

TOTAL = \$8,224

Boost Post

You are targeting **men and women, ages 27 - 64** who live in **16 locations** and have **8 interests**.

[Show full summary](#)

This promotion will run for **3 days**.

Your total budget for this promotion is **\$25.00**.

1,526

23

\$25.00

People Reached [?]

Engagements

Total Spend [?]

Actions

People

Countries

Link Clicks

5

Page Like

1

Share

1

Add Budget

\$19.00

Add Budget

Adding \$19.00 to your budget will increase your reach to an estimated 3300 - 8700 people. Your new total budget will be \$44.00

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Boost Another Post

Close

DESKTOP NEWS FEED

MOBILE NEWS FEED



Center

Sponsored ·

Get your tickets for DINNER WITH SUSAN MEISELAS benefiting the Photographer's Scholarship Fund.

Join Review Santa Fe photographers, reviewers and CENTER friends for a reception, dinner and presentation, Saturday, Nov 5.

Limited seating available!

Susan Meiselas Dinner 2016 - CENTER

Susan Meiselas Dinner 2016 -

Boost Post

OVERVIEW

EDIT PROMOTION

You are targeting **men and women, ages 27 - 64** who live in **16 locations** and have **8 interests**.

[Show full summary](#)

This promotion will run for **3 days**.

Your total budget for this promotion is **\$25.00**.

1,455

46

\$24.49

People Reached [?]

Engagements

Total Spend [?]

Actions

People

Countries

Link Clicks

8

Page Likes

3

Share

1

Add Budget

\$19.00

Add Budget

Adding \$19.00 to your budget will increase your reach to an estimated 3300 - 8700 people. Your new total budget will be \$44.00

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Boost Another Post

Close

DESKTOP NEWS FEED

MOBILE NEWS FEED


Center

Sponsored ·

Like Page

Check out this exciting new 2-day intensive. Four reviewers work with you on strategizing next steps for your work.

Join us in beautiful Santa Fe for some professional development!



Sustainability Strategies in Today's Market - CAREER REVIEWS

Career Reviews / Professional Development CAREER REVIEWS: Sustainability strategies in Today's Market November 2-3, 2016 Hotel Santa Fe, Santa Fe, NM...

VISITCENTER.ORG

Sign Up

49 Reactions 1 Share



CENTER Review Santa Fe

Contract Period: October 6 - November 7

- **CENTER Instagram Statistics (@centersantafe)**
 - Started with 1,261 followers on 10/6
 - Ended with 1,406 followers on 11/8
- **CENTER Facebook Statistics (@CENTERsantafe)**
 - Started with 7,897 followers on 10/6
 - Ended with 8,015 followers on 11/8
- **CENTER Twitter Statistics (@centernm)**
 - Started with 5,852 followers on 10/6
 - Ended with 5,900 followers on 11/8

On all three platforms, we encouraged the use of the event hashtag and consistently engaged with followers by liking, commenting and reposting their unique content.

We tracked the #ReviewSantaFe hashtag from 11/2 - 11/9, the time period leading up to and directly after the Review Santa Fe Portfolio Reviews.

- **Instagram Hashtag Data**

184 posts were created by 58 unique users during the above referenced time period with engagement consisting of 1,038 likes and 67 comments. The hashtag potentially reached* 194,115 people and made approximately 321,273 impressions**.
- **Twitter Hashtag Data**

47 tweets were created by 23 unique users. The hashtag potentially reached 237,222 people and made approximately 293,717 impressions (or timeline deliveries).

***Reach** is the number of individual people who potentially saw that hashtag

** **Impressions** are the number of times those people saw that hashtag

- We hosted a Festival Pass giveaway on @SimplySantaFeNM from 10/10 - 10/16 which resulted in approximately 112 posts using the hashtag #ReviewSantaFe.

Feedback

- Gather participants social media information as part of the registration. You can then focus attention on those photographers who have a presence on social media as a means to increase organic reach and cross promotion about the event. We did create a spreadsheet of that information to aid in our efforts but it was very time consuming to collect that information independently.
- Consider adding a social media mini-workshop. Several photographers told us (unsolicited) that they were surprised more of the participants weren't using social media to promote their work and thought a workshop about that topic could prove beneficial.
- Start promotion for Review Santa Fe 2017 earlier in the year and progressively ramp up the posts to engage your participants and potential attendees throughout year. Also, consider cross promoting other Portfolio Reviews as a means of creating online community.
 - Continue to use the user generated content posted by participants during Review Santa Fe 2016 to promote next year's event.



**“Journey Santa Fe?” Photo Contest on @SimplySantaFeNM
Monday 10/10 - Sunday 10/16**

Goal:

1. Increase awareness about Review Santa Fe Photo Festival.
2. Create user generated content that showcases and highlight a sense of place through beauty and culture that is unique to Santa Fe.

Incentive:

1. A Pair of Review Santa Fe Festival Passes

Guidelines:

1. Participants must follow @centersantafe and @simplysantafenm.
2. Participants will submit images of the Santa Fe area using the hashtag #ReviewSantaFe and #SimplySantaFe.

Judging:

Simply Social Media will narrow the submissions down to ten and the winning image will be chosen by CENTER.