

***Pre and Post Event Budget Report Form**

Name of Organization: Santa Fe Century

Amount of Grant: \$ 25,000 Date Awarded: January 24, 2017

Specify other revenue sources contacted/granted:

NM Tourism Cooperative Flix Grant \$ 3,500.00
 Rider Registrations \$104,520.00
 _____ \$ _____

NOTE: All expensed items must be directly related to promotion, advertising and marketing outside of 50 mile radius.

<u>Categories</u>	<u>Description</u>	<u>Projected Expenses - Revenue</u>	<u>Actual Expenses - Revenue</u>
Newspaper	_____	\$ _____	\$ _____
Magazine	<u>Cycling West, Tail Winds, Velo News</u>	<u>\$ 4,000</u>	<u>\$ 4,318.75</u>
Poster	<u>Printing 1,000 Posters</u>	<u>\$ 1,000</u>	<u>\$ 1,086.03</u>
Brochure	<u>Printing 5,500 Post Cards</u>	<u>\$ 2,500</u>	<u>\$ 1,120.53</u>
Radio	<u>Ads on KTAD-FM in TADS, NM</u>	<u>\$ 0</u>	<u>\$ 1,311.21</u>
TV	_____	\$ _____	\$ _____
Digital	<u>Banner ads on cycling websites</u>	<u>\$ 8,000</u>	<u>\$ 1,250</u>
Creative	<u>Graphic Designer for ads, posters, postcards</u>	<u>\$ 5,000</u>	<u>\$ 3,236.75</u>
Printing	<u>(Included above)</u>	\$ _____	\$ _____
Postage	<u>Mailings of posters and post cards</u>	<u>\$ 4,500</u>	<u>\$ 1,485.01</u>
Direct Mail	_____	\$ _____	\$ _____
Production	<u>Ads, media Plan and all public relations</u>	<u>\$ 5,000</u>	<u>\$ 5,984.76</u>
Web site	_____	\$ _____	\$ _____
Other (specify) _____		\$ _____	\$ _____
TOTALS:		<u>\$ 30,000</u>	<u>\$ 19,842.51</u>

Total Hotel/Motel Rooms Filled: 2,110

Total Revenue generated from room sales: \$ 316,500 (2,110 x \$150/night)

Total number of Attendees- (tickets sold, registered guests, public): 2,215

Total number of Participants: 2,745 (includes riders, family & friends of riders & volunteers)

Total of Out-of-town vendors/volunteers working event: 0

Estimate of earned media value: \$ 17,100

Please provide copies of press release and publication articles.

- 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, using 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, including efforts and activities in conjunction with the TOURISM Santa Fe marketing team. Make a comprehensive 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 OTAB meeting scheduled after your event to present your final report.

**OCCUPANCY TAX ADVISORY BOARD (OTAB)
2017 POST-EVENT FINAL REPORT**

**SUBMITTED BY THE SANTA FE CENTURY
ON JULY 17, 2017**

The 32nd annual Santa Fe Century took place on Saturday and Sunday, May 20 and 21, 2017 and featured 100-mile, 50-mile and 20-mile rides, as well as Gran and Medio Fondos – 100-mile and 50-mile timed races. One highlight of the 2017 event was the inaugural Vintage Bike Celebration on Saturday, May 20, which showcased historic bikes built circa 1987 or earlier. The Santa Fe Century is the oldest cycling event in New Mexico and is open to riders of all ages and abilities.

All Century events took place at the Christus St. Vincent Medical Center parking lot, at the corner of St. Michael's and Hospital Drives. Following the rides and races on Sunday, May 21, participants celebrated their accomplishments with fellow cyclists, and could enjoy a massage as well as a BBQ lunch provided by Cowgirl Restaurant, local micro-brewed beers provided by Santa Fe Brewing and music at the Celebration Corral. Age-category winners of the Gran and Medio Fondos received medals and the overall winners received cash awards.

The Santa Fe Century used funds from a New Mexico Tourism \$3,500 Cooperative Marketing Flex grant and an OTAB \$25,000 grant to market the 2017 event. The Century's marketing/promotion strategy included a combination of print and digital advertising, local and regional radio ads, and mailings of posters to selected bike shops in New Mexico, Arizona, Colorado, Texas and California. The event was also promoted through postcard mailings to approximately 4,000 riders who participated in the 2015 and 2016 Centuries and regular postings on the Century Facebook page, which provided information on training rides and tips, how to register, profiles of local bike shops that were participating, and other news. In addition, the 2017 event was featured in calendar listings, E-newsletters and print articles in local newspapers and magazines, as well as selected bicycling magazines with regional circulations.

Approximately 2,215 riders/racers participated in the 2017 Century. While this was a decrease of approximately 8% from 2016's total ridership, 27.7% of 2017 riders/participants lived 50 miles or more from Santa Fe. This represents the largest percentage of riders who live 50 miles or more outside Santa Fe since 2014. In addition, more riders than ever before registered for the Gran and Medio Fondo timed races. In 2017, 12% of the riders participated in the Fondos, compared to 8% in 2016 and 7% in 2015, representing a 45% increase from 2016 and a 74% increase from 2015.

83% of the riders and racers registered online and 17% registered on-site at St. Vincent Hospital either on Saturday or Sunday, May 20 and 21st. The percent of on-site registrations was larger than any previous Century and probably represents responses to several articles about the Century and postings to the Century Facebook page in the week prior to the event, as well as a beautiful weather forecast for the weekend!

Over 980 riders/participants stayed in hotels in Santa Fe, for an average of two nights. Approximately 2,110 hotel nights were booked. The Century conservatively estimates approximately \$316,500 (average cost of \$150/night) was generated in hotel room sales and approximately \$158,250 in restaurant meals for a total economic impact of nearly \$475,000 in food and lodging alone.

These statistics represent a decrease from what was originally projected in the Century's OTAB 2017 application of over \$500,000 in hotel and restaurant revenue. However, while the Century's overall attendance did not meet the organization's original projections, the percentage of 2017 riders/participants who booked hotel rooms was 44.4%, which represents an increase of 4% from 2016 and an increase of 9% from 2015.

In summary, the city of Santa Fe and New Mexico Tourism Division investment in the 2017 Century of \$28,500 conservatively generated nearly \$475,000 in hotel and restaurant revenue, a very good return on their investment.

The Century could not take place without the support of a dedicated group of staff members, volunteers from various local bike shops, and other volunteers that help with a myriad of tasks before, during, and after the event weekend. Approximately 130 individuals volunteered their time during the Century weekend. When the volunteers are added to the number of riders, racers and their family members, approximately 2,745 individuals participated in the 2017 Century.

In addition, the Century estimates that its marketing and public relations activities generated approximately \$17,100 in earned media value. Century staff members were interviewed on three local and regional radio stations and the Century was featured in nine articles in local newspapers and magazines, e.g. the Santa Fe New Mexican, Albuquerque Journal North, and Santa Fean Magazine, as well as regional bicycling magazines, i.e. Cycling West/Utah and Tail Winds magazines. Copies of the Century press releases, calendar listings and feature articles are attached.

In 2018, the Century anticipates that it will expand its digital advertising, based on average-to-very good click-through rates (CTR) on its 2017 ads on bicycle-specific websites. The organization would also like to explore the efficacy of placing a variety of ads on social media platforms as a way to promote the Century with younger riders. The Century very likely will allocate more of its 2018 marketing budget to digital and social media advertising and less to print advertising since the print ads it placed in 2017 did not generate as much response as its digital ads. **The organization will also improve the way it tracks information about riders, including how they heard about the Century, on its online and on-site registration forms in order to better inform future marketing and ad placement decisions.** Finally, the organization is committed to beginning its marketing efforts earlier, i.e. in December instead of the end of January. This was the first year that the Century received New Mexico Tourism Flex and OTAB grants and launched an active marketing and public relations campaign. The organization has a better understanding of how to appeal to potential riders and how to track the effectiveness of its marketing efforts, and looks forward to working with staff members at the city of Santa Fe Tourism Division to jointly promote the 2018 Century.