



Chris Jonas
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TO
TOURISM Santa Fe / Occupancy Tax Advisory Board (OTAB)
Attn: Randy Randall
rrandall@ci.santa-fe.nm.us

RE: Professional Services Agreement: Item #18-0263
For Emerging Media Calendar (website and digital marketing)

Emerging Media Alliance (EMA) Calendar, Website Development and Marketing Campaign OTAB Funding Report

EMA's initial marketing campaign reached over 1.5 million people through a mix of targeted digital ads carried through EMA's own social media channels as well as a variety of popular social media accounts and websites. Dynamic content including a well-produced teaser video, original blogs about emerging media in Santa Fe, partner events and content, and earned media enabled EMA to tell different story about Santa Fe, and generate interest in traveling here. Our inaugural EMA event attracted hundreds of people— a number of them from outside of Santa Fe— to connect and enjoy the cutting-edge art and intellect our city is increasingly known for. We are grateful to OTAB for the funding for this initial campaign, and we know that future, longer campaigns we undertake will only be more successful at drawing new visitors to Santa Fe.

May 1-June 30, 2018 Campaign Results

Reach

Facebook Reach 512,188
Member FB Reach 122,884
Twitter Reach 512,769
Instagram Reach 141,804
Voice Media Group Social Reach 96,642
Voice Media Group ROS Reach 133,259
AdWords 5,490
Total People Reached 1,525,036

Engagement

Facebook Engagement 49,715
Member FB Engagement 10,068
Twitter Engagement 480
Instagram Engagement 5,490
Voice Media Group Engagement 51,911
Total Engagement 117,664

Video

Facebook Video Views 96,391
Member FB Video Views 16,491
Twitter Video Views 7,500
Instagram doesn't report video views
Voice Media Group Video Views 17,738
Total Video Views 138,120

Facebook

Facebook URL Clicks 2,352
Member FB URL Clicks 891
Twitter URL Clicks 60
Instagram URL Clicks 44
Voice Media Group Clicks 489
AdWords 530

Total URL Clicks 4,366

Website stats:

5,104 unique website visitors
6,684 website sessions
14,121 page views

- **EMA Facebook Followers 978**
- **EMA Instagram Followers 7,828**
- **EMA Twitter Followers 802**

EMA Campaign screenshots



Denver Westword with Emerging Media Alliance.

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We're excited to go to Santa Fe, New Mexico this June for Emerging Media Month! Enjoy art festivals and exhibitions, conferences for makers, designers, artists and cultural connoisseurs, lectures, workshops, film screenings, panel discussions, live music, intermedia performances and more! <https://goo.gl/wC26YA>





Dallas Observer with Emerging Media Alliance.

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Houston Press with Emerging Media Alliance.

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Phoenix New Times with Emerging Media Alliance.

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Tracee Ellis Ross & More
UPDATED 06.12.2018

latest news



Justin Theroux Has a New Love in His Life! Meet Kuma the Rescue Pit Bull
UPDATED 06.12.2018



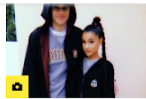
Inside the Toluca Lake Home Where Bob Hope Spent His Final Days — Just Sold for \$15 Million
UPDATED 06.12.2018



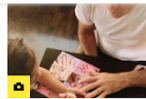
Kim Carrey Mocks President Trump's Historic Meeting with Kim Jong Un in Latest Political Artwork
UPDATED 06.12.2018



Husband of Dying Author Who Wrote Heartbreaking Dating Profile for Him Opens Up About Late Wife's
UPDATED 06.12.2018



They Liked It So They Put a Ring On It — Fast! 13 Quickest Celeb Engagements



Proof These Hunky Celeb Dads Aren't Immune to Their Kids' Cuteness



See All of Kylie Jenner's Hottest Post-Baby Pics



They're Engaged! Inside Ariana Grande & Pete Davidson's Love Story

SQUEEZE MORE OUT OF SUMMER



trending now



Bode Miller Thanks Fans for 'Love and Support' During 'Impossible Time' Following 19-Month-Old Daughter's Drowning

BABIES // POSTED 06.12.2018



Harry's Responds to Gillette's Ad Campaign

Harry's | Sponsored

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Algal bloom found in Utah Lake's Provo Bay; residents, pets warned



Wanda Barzee up for parole in Elizabeth Smart's kidnapping



Josh, Thamy Holt share story of captivity for first time on local media



Kids busted for selling lemonade without permit get help from Country Time's 'Legal-Ade'



Trump hails 'excellent relationship' with Kim, turning historic corner



POPULAR



Police identify driver in fatal crash at Millcreek Starbucks



Police identify woman killed in crash at Millcreek Starbucks



Man who died in a fiery head-on crash on Legacy Highway identified

A young woman with long dark hair and a young man with curly hair are smiling and holding up colorful, patterned sunglasses. The woman is wearing a red and white patterned top, and the man is wearing a grey t-shirt. They are standing in front of a brick wall.

Barbecue season is upon us in all its mouth-watering glory. What's your BBQ IQ? Find out with this quiz.

The '70s were filled with popular bands, fun toys and gadgets, and colorful clothes. Think you know this funky decade? Take the quiz to find out!

Get Ready For The Ride Of A Lifetime At Bike MS!

 main.nationalpalmssociety.org

[Visit Site](#)

Legends and mythology from ancient times are full of monsters from the sea, from serpents to dragons, mermaids

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ASX: GSC

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Phoenix New Times with Emerging Media Alliance. June 7 at 11:06am · Paid ·

We're excited to go to Santa Fe, New Mexico this June for Emerging Media Month! Enjoy art festivals and exhibitions, conferences for makers, designers, artists and cultural connoisseurs, lectures, workshops, film screenings, panel discussions, live music, intermedia performances and more! <https://goo.gl/wC26YA>

10K Views

Like Comment Share

3

4 Shares

Write a comment...

Press Enter to post.

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Houston Press with Emerging Media Alliance. June 7 at 11:02am · Paid ·

We're excited to go to Santa Fe, New Mexico this June for Emerging Media Month! Enjoy art festivals and exhibitions, conferences for makers, designers, artists and cultural connoisseurs, lectures, workshops, film screenings, panel discussions, live music, intermedia performances and more! <https://goo.gl/wC26YA>

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Write a comment...

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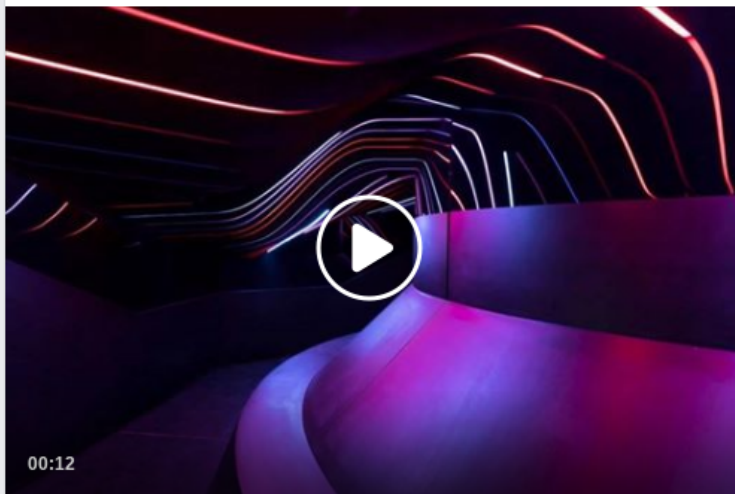
Emerging Media Alliance

Published by Amy Tischler [?] · June 20 at 9:31 PM · 🌐

"You have a new generation of artists, makers, creatives, gallerists and entrepreneurs coming into Santa Fe and really making a big impact on who we are and who we're becoming. Anybody that's been in Santa Fe for awhile and has been paying attention knows how important that is."

Corvas K Brinkerhoff II is an artist, designer, entrepreneur, and technologist dedicated to the transformational power of light, sound, color, and environment. He is co-founder and CTO of [Meow Wolf](https://meow-wolf.com). Read more at <https://emergingmedia.io/corvas-brinkerhoff-on-meow-wolf/>.

This is one of an ongoing series of interviews with emerging media trailblazers. #EMAIInAction



EMERGINGMEDIA.IO

[Learn More](#)

👤 9,585 people reached

[Boost Again](#)

Recent Activity

Boosted on Jun 20

Audience: United States: Phoenix (+50 mi) Arizona...

By Amy Tischler · Completed

[View Results](#)

👍❤️😂 Eve Beavers, Sim Sadler and 23 others

1 Comment 3 Shares

Performance for Your Post

9,585 People Reached

4,639 Video Views

38 Reactions, Comments & Shares ⓘ

25 👍 Like	20 On Post	5 On Shares
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8 ❤️ Love	5 On Post	3 On Shares
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1 😂 Haha	1 On Post	0 On Shares
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1 Comments	1 On Post	0 On Shares
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3 Shares	3 On Post	0 On Shares
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120 Post Clicks

59 Clicks to Play ⓘ	10 Link Clicks	51 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

2 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



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Meow Wolf

emergingmedia.io Win an Emerging Media Alliance Experience! We've teamed up with @simplysantafenm for an out of this world giveaway.

Tag a friend who you want enter another dimension for a chance to win (wait for it....this is good....really really good...like next level amazeballs good) a VIP tour of @Meow_Wolf! Yep, we said it.



We're so excited that June is Emerging Media Month and with it comes the EMA Launch



570 likes

MAY 31

Add a comment...



Emerging Media Alliance

Written by Amy Tischler (?) · June 7 at 10:03 PM · 🌐

Emerging Media Month in Santa Fe, NM is in full swing and we've got all the events, festivals, talks, performances and MORE in one place. Visit the calendar on our website so you don't miss a thing!

#EMAIInAction #EmergingMedia



Emerging Media Month in Santa Fe, NM!
00:24

Emerging Media Month in Santa Fe, NM!

[Learn More](#)

41,714 people reached

You, Laura Pressley and 17 others

5 Shares



Performance for Your Post

41,714 People Reached

6,416 Video Views

26 Likes, Comments & Shares ⓘ

21 Likes	21 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

339 Post Clicks

294 Clicks to Play ⓘ	20 Link Clicks	25 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
1 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

★ Pinned Tweet



Emerging Media Alliance @emergingmediaio · May 23



Thank you @MayorWebber for helping us spread the word about Emerging Media Month in #SantaFeNM! June will be full of art, music, conferences, video installation, openings, movies, and MORE in @CityofSantaFe! Find more at emergingmedia.io. #EmergingMedia #EMAIInAction





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SITE Santa Fe

emergingmedia.io SITE Santa Fe has extended Future Shock through June 10, 2018 to be part of Emerging Media Month! This exhibition is a large-scale exhibition of works by international artists that articulates the profound impact of the acceleration of technological, social, and structural change upon contemporary life. Not to be missed! More about Future Shock and our partner @sitesantafe at the link in our bio. Photo credit: @elucero.photogenics

#emergingmedia #emergesantafe #newmedia #newmediaart #simplysantafe #howtosantafe #santafenm #thecitydifferent #newmexicotrue #sitesantafe #sitesrevealed #simplysantafe #santafe #patrickbernatchez

bg1313bg @elucero.photogenics 🙏🙏🙏

elucero.photogenics @bg1313bg BG, Thank You! If not for you I wouldn't know!! Thank



132 likes

MAY 14

Add a comment...

...

Thank you,

A handwritten signature in black ink that reads 'Chris Jonas'.

Chris Jonas