

1/6/2022

9:00am at El Morro Events Center, 210 S Second Street

Open to the public or Streamed for the public @cityofgallup on Facebook

Staff Facilitator: Jennifer Lazarz, Tourism & Marketing Manager, jlazarz@gallupnm.gov

Committee Members: Jeremy Boucher, Anna Connell, Jason Arsenault, Ken Riege

A. Roll Call

B. Approval Of Minutes From 8/17/21

Documents:

[LODGERS TAX MINUTES AUG 2021.DOCX](#)

C. Grant Review And Recommendations: Part 3

Grant Application Review, Part 3 of 4 for FY22.

1. May 2022 Friends of Hubbell Auction Request of \$5,500
2. June 2022 Lions Club of Gallup 72nd Annual Rodeo Request of \$30,000
3. June 2022 24 Hours in the Enchanted Forest Request of \$6,000

Available funds \$120,000

D. Discussion And Action FY 23 Strategic Plan Update

The Lodgers tax committee will discuss elements of a new SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of Gallup tourism based on their opinions of post-COVID circumstances and observations. After this, the committee will discuss options for future projects and goals for the City of Gallup Tourism and Marketing Department and make a recommendation for changes to the plan for FY23.

Documents:

[DESTINATION TOUCH POINTS.PDF](#)

[CUSTOMER ANALYSIS VISIT GALLUP.PDF](#)

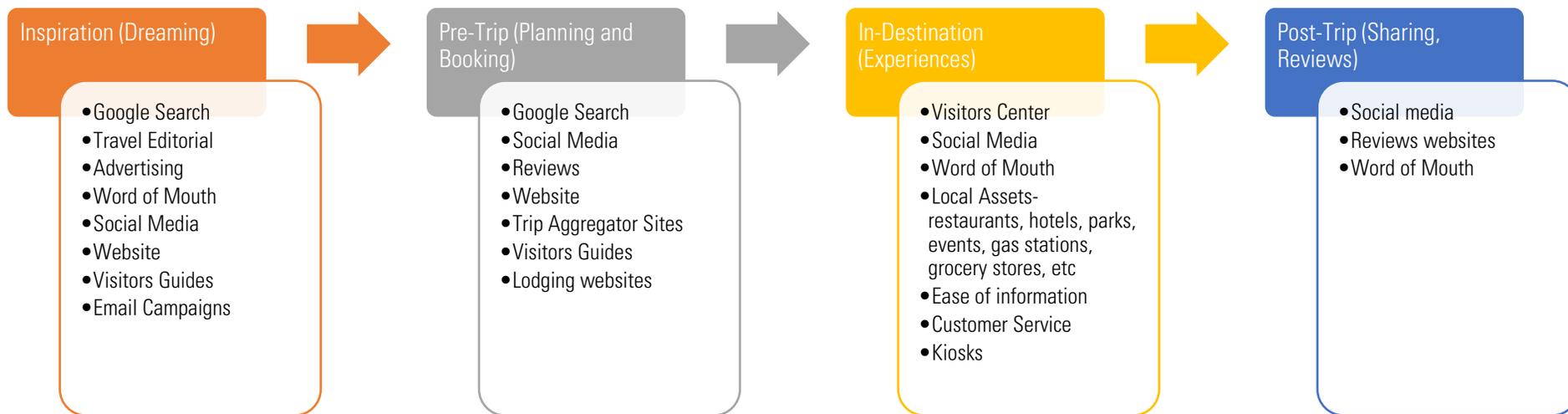
[FY22 STRATEGIC PLAN RECOMMENDATIONS.DOCX](#)

E. Motion To Adjourn

Lodgers Tax Minutes from 8/17/21, 11:00 am El Morro Events Center

- A. Roll Call: Meeting began 11:16am. In attendance: Anna Connell, Ken Riege, and Jason Arsenault. Staff present: Jennifer Lazarz Jeremy Boucher. Absent. Fifth committee member position is currently vacant.
- B. Approval of Minutes from 5/18/2021. Motion to approve by Anna Connell, Second Jason Arsenault. All committee members in favor.
- C. Application Review: Note from Jennifer- the original agenda had a zero in the wrong place. The numbers reflected below in the minutes are the accurate numbers.
 - a. 40th Annual Red Rock Balloon Rally (RRBR) (December 3-5, 2021) \$35,000. Peter Procopio presented on behalf of the RRBR. The Balloon rally began in 1981. The 2020 event would have been the 40th anniversary but was postponed to 2022. Tom Robinson has retired and sold his balloon. Koshare Gallup, flown by Peter, is taken to events throughout the Southwest to promote Gallup. One of their biggest issues is that they lost their primary sponsor, Marathon, which was a \$40K sponsorships. They are struggling right now but working to fill the void of such a large sponsor. Peter gave a history of previous media coverage of the event. They have an ambitious agenda to try to make the 40th special. Jason asked what the request was for. Jennifer walked the committee through the pages of the application. Jason thinks of the Balloon Rally as a premiere event representing our state and would even like to see the event grow in years to come. Anna agrees. Ken Riege recommends the full \$35,000. Second by Anna Connell. All voted in favor. Jennifer announced it would go to City Council on August 24th for approval.
 - b. Turquoise Roping (August 28-29) \$3,500. Jennifer presented this application, due to clerical error Mr. Eddy didn't receive a meeting invitation and asked the committee not to consider his absence from the meeting. This event is USTRC roping and was moved to the fall due to COVID. The application was submitted after the normal deadlines because Mr. Eddy wasn't aware the park was back open. Jennifer pointed out that the application included advertising artwork already and complimented the ad. She discussed that if you look at page 7, the event marketing expenses are higher than the application request. This is per Walt, he felt that the timeliness of his application warranted the amount for support. He is looking at a 300 mile radius for marketing and that includes prizes, a USTRC prizeline text notification, posters, radio, and more. None of the committee had questions for Jennifer about the application. Anna said this is not Walt's first rodeo with the board and motioned to approve the \$3,500. Second by Ken Riege. All were in favor of the funding.
- D. Jennifer discussed that the agenda items would go to council on August 24th. Summary for City Council Agenda: The committee recommended funding in full of the two events, as well as requested Jennifer Lazarz submit a budget adjustment to support the grant fund for events through the remainder of the year.
- E. Motion to adjourn: Anna Connell. Second Jason. All in favor.

Destination Touch Points



Aggregator Site: a website that searches for deals across multiple websites and shows you the results in one place

Review Sites: TripAdvisor, Google, Yelp

“What are the questions, problems, or needs the customer is attempting to have resolved at each step in the journey?”





The following charts outline the customer's rationale about visiting Gallup, New Mexico. These focus on examining why a customer chooses Gallup as a destination and examining the driving needs/wants that cause them to spend their time and money in Gallup. *Age and HHI considerations are from the New Mexico Tourism Department's Marketing Demographic Charts

MILLENNIALS

Age 24-39

Average HHI: \$64,000*

- Financial: Millennials prioritize travel over all other age groups, and willingly set aside budget. We are a great fit for that need because almost all of our attractions and experiences are free.
- Emotional Drivers: Largest number of trips taken annually because it's a top priority. We offer incredible outdoor vistas for the adventure seeker. Sharing the trip afterward is important, and we are highly photographable.
- Expectations: Travel is a regular priority rather than a large trip that is planned over a duration. They sometimes travel with work, and need connectivity. Bucket list and outdoor adventures factor in highly. We have hot air ballooning and a lot of trail systems that are beautiful but not over traveled.
- Family: This group is likely to have small children. This means we meet their need for low budget options in terms of hotels, dining, and experiences. The other asset our destination offers is speed: due to our size families can "get in and get out" for what they need.

GEN X

Age 40-55

Average HHI: \$101,000

- Financial Consideration: While this generation is making the most, they are also saving the most gearing up for retirement. This group travels less than the other two generations.
- Emotional Driver: Desire to take a break from working, spend time with family and friends. A consideration for our destination is the cultural assets- they offer free or low cost experiences related to Native American culture
- Expectation: Family oriented cultural experiences with convenience. That's us in a nutshell! They can expect Native American based experiences that are memorably for all ages traveling with their party. This demographic also can expect from us that we have midscale properties that provide them with the comfort they want.
- Couples and Kids: They are traveling with older children when they travel with their kids. This is a higher strain on the financial resources as well.

BOOMERS

Age 56-74

Average HHI: \$80,000

- Financial Consideration: Has the largest estimated travel spend over all three groups. Qualify for the highest number of travel discounts. Split their travel mostly between domestic and international, so we can capture that spend. They also don't have the financial restrictions of the younger generations (kids are out of the house)
- Emotional Driver: spending quality time relaxing with friends and family, large trips they don't want to miss out on
- Expectations: Destination needs easy accessibility at the hotels and attractions. They want functional experiences that are clearly packaged or easy to discover rather than planning the trip themselves.
- Couples and Kids: This demographic prioritizes family over adventure. Often they are traveling just as a couple, and in our case traveling to/from them as we're on the path for snowbirds. It makes our destination important as a rest stop between priority destinations.

What we offer universally:

Overall Convenience: 4 exits off of Interstate 40, 30 miles from the Arizona border.

Geography: Gallup is the largest city located halfway between Albuquerque, New Mexico (140 miles), and Flagstaff, Arizona (185 miles)

Budget friendly: all hotels are Economy to Upper Midscale

Characteristics Common to all Demographics

Interest in outdoor adventure, culture, and art (particularly Native American)

Target Markets: Arizona, Southern Colorado, West Texas, New Mexico, Southern California, Washington and Oregon

Key Considerations by Demographic:

Millennial: we offer budget friendly outdoor adventures with urban conveniences

Gen X: We offer budget friendly cultural immersion and the convenience of geography during their trip

Boomer: Convenience is the number one factor here- we're off the highway and give access to the great amenities that they're seeking to break up their journey.

Data Collected from:

https://www.aarp.org/content/dam/aarp/research/surveys_statistics/life-leisure/2018/2019-boomer-travel-trends.doi.10.26419-2Fres.00263.001.pdf

<https://skift.com/2019/12/11/travel-marketing-across-generations-in-2020-reaching-gen-z-gen-x-millennials-and-baby-boomers/>

GALLUP *Real* TRUE

Tourism Department Strategic Plan

Goal	Who	Timeline and Notes
Staff Department Growth	Committee	Went to council, budget is not available. Revisit in 2021/22
Digital Concierge	Jennifer	Phase 1 (5 or so units) requested in CIP for FY22
Route 66 Signage Grant	Jennifer	Fall 2021
Logo refresh and website in 2021	Jennifer	Kicked off spring of FY21. Logo refresh and marketing roll out in FY22.
Community Buy-in/Business Development/Data pipeline	Bill and Jennifer	On-going
Strategic Planning session	Committee, Jennifer, Bill	Revisit December 2021 or January 2022
“Road to Route 66” Five Year Plan (Centennial is in 2026)	Jennifer, Community Partners	<ol style="list-style-type: none"> 1. Infrastructure: attraction building (art), pole banners, gateway and E/W signage, Historic 66 signs 2. Business and Partnerships: signage grant program, strategic programming to drive customer traffic to businesses on 66, soliciting proposals from GallupARTS, BID, Mainstreet, NMDOT, BNSF 3. Marketing: build media asset library, print ads (Route Magazine, NM Route 66 Assoc Magazine, AAA, and more), digital ads (ad buys, content creation, social media) Phased increase until the Centennial 4. Outreach: NMDOT, BNSF, NMTD, Solicit partnerships with the National Route 66 Museum, the National Route 66 Interpretive Center, National Historic Route 66 Federation, The Route 66 Road Ahead Partnership
Gallup Signature Events Program	Committee, Jennifer	<ol style="list-style-type: none"> 1. Program roll out fall of 2021 2. Applicants apply to join the program and get a slate of services 3. RFP for marketing vendor
Event Support Grant Program	Committee, Jennifer, City Parks, Fire, and Police	With funds formerly used for City owned event operations and marketing, launch a program that pays for police, fire, and sanitation services for tourism related events. When: FY23