



**Lodger’s Tax Appropriation Report
FY2017 – Second Quarter**

Executive Summary – From October through December 2016, the National Hispanic Cultural Center (NHCC) expended approximately¹ \$10,280.43 of Lodger’s Tax funding and welcomed another 5,372 visitors from 120-miles or farther away, with an overall, indirect economic impact of over \$1,150,031 dollars to the Albuquerque economy.

Section 1: Expenditures

Description	Status	Outcome	Contract Reference	Media	Target Audience	Amount Expended
Social Media Promotion of Aztec Celebration performance	Completed	78,473 Impressions	A.1	Facebook	Within ABQ	\$320.00
Social Media Promotion of Pianist show	Completed	23,481	A.1	Facebook	Within ABQ	\$200.00
Social Media promotion of Contra Tiempo Dance Event	Completed	31,944	A.2	Facebook	Within ABQ and National	\$316.41

¹ This is an approximately only in that some spending covered periods that began in the first quarter and ended in the second quarter, and so the amount allocated per quarter is approximated.

Social Media Promotion of Season of La Llorona play	Completed	43,872	A.2	Facebook	Within ABQ and National	\$150.00
Social Media Promotion of La Yegros performance	Completed	20,827	A.2	Facebook	Within ABQ and National	\$250.00
Social Media Promotion of Yjastros flamenco event	Completed	5,016	A.2	Facebook	Within ABQ and National	\$150.00
Social Media Promotion of Nutcracker performance	Completed	79,797	A.2	Facebook	Within ABQ and National	\$430.00
Social Media Promotion of Antonio Reyna	Completed	20,665	A.2	Facebook	Within ABQ and National	\$150.00
Social Media Promotion of Rondstat Generations Musical Performance	Completed	16,178	A.2	Facebook	Within ABQ and National	\$150.00

Promotion of Our Space is Your Space <u>online</u>	Completed	15,384	A.1	Facebook & Wordpress Site	Within ABQ	\$187.00
Printing of NHCC Rack Cards	Completed		A.1	Print	Within ABQ	\$159.91
Mari Luci Jaramillo exhibit postcard	Completed		A.2	Print	Within ABQ and National	\$60.43
NHCC Torreon rack card design and NHCC mailable event postcard,	Completed	15384 impressions	A.1	Facebook and website	Within ABQ	\$927.64
ABQ Free Press Promotion of Fantasia Fantastica	Completed	50,000	A.1	Print	Within ABQ	\$4829.04
Staff travel to international arts conference	Completed		A.3	Travel	International	\$2,000

Section 2: Attendance & Economic Impact

Attendance Methodology: The NHCC collects attendance numbers for all on-site and off-site activities. For purposes of these reports, the NHCC excludes all off-site attendance and relies entirely on attendance data for visitors who physically attended an event or experience on the NHCC campus. Of the on-site attendance, the NHCC is able to collect approximately 60 to 70

percent of the attendees' zip codes. The subset of attendance data that has associated zip codes available by visitor is then analyzed to identify the percentage of these visitors whose zip codes revealed they had traveled 120-miles or further to visit the NHCC. This number was then divided by the total number of visitors for whom zip code data was obtained, resulting in a percentage of visitors who are known to have traveled 120-miles or farther to visit the NHCC. This percentage was then applied over the total attendance figures for the five months with available data.

For the off-site reach, the NHCC determined number of impressions based on the circulation, attendance and impression reports by the outreach medium (e.g. Facebook or NM Magazine).

On-Site Attendance Results: Of the 61,684 individuals who visited the NHCC campus from October 1, 2016 through December 30, 2016 (a total of three months), 3,938 visitors traveled from more than 120 miles away for their visit. In the first quarter (July-September 2016), 65,205 individuals visited the NHCC campus and 5,372 visitors traveled from more than 120 miles away for their visit. That brings the total for the first two quarters to 126,889 visitors to the NHCC and 9,301 visitors from more than 120 miles away.

Off-Site Impressions: Through the Lodger's Tax funding, from October through December 2016, the NHCC has secured advertisements that reach an audience of 2,259,205.

Economic Impact Methodology: To determine economic impact per visitor to the NHCC from 120 miles or farther, the average stay and spending of a visitor to Albuquerque first must be established. To determine these data points, the NHCC reviewed available information, specific to Albuquerque, including the following:

1. For Calendar Year 2011, the Albuquerque Convention and Visitors Bureau reports that the average visitor's length of stay in Albuquerque was 2.9 nights and the average amount spent per party was \$623. ("Travel Works in ABQ", available online at <http://www.visitalbuquerque.org/travelmattersabq/travel-works-in-albuquerque.html>.) It is not clear from the information online whether the average amount spent per party covers the entire average stay and/or more than one individual traveler.
2. The International Balloon Fiesta reported in 2011 that out-of-area attendees to the Fiesta spent an average of \$194 per day, which was "substantially higher" than the \$144 reported in a similar study in 2009. ("Economic Impact and Guest Research Study", available online at <http://www.balloonfiesta.com/uploads/pdfs/Balloon%20Fiesta%20Analysis-%20Executive%20Summary.pdf>.)
3. In 2013, the Bureau of Business Research at the University of New Mexico reported average spending per day by a visitor arriving to New Mexico through the Albuquerque SunPort to be \$458. ("Economic Impacts of Albuquerque Airport System on the New

Mexico Economy”, available online at <https://bber.unm.edu/pubs/AlbAirportImpact2013.pdf>.)

4. Finally, citing a research study commissioned by the NM Tourism Department, the Albuquerque Journal reported that in 2014 “[t]he state’s 14.6 million overnight visitors spent an average of \$225 on their trip. The 17.6 million day trippers spent an average of \$73.” (“NM Tourism Inches Up, Spending Jumps”, by Jessica Dyer, available online at <http://www.abqjournal.com/426052/news/tourism-inches-up-spending-jumps.html>.)

Finding the Balloon Fiesta, BBER and NM Tourism Department studies’ data to be applicable here, the likely range of Albuquerque spending per NHCC visitor per day is estimated to be the average of \$194,\$225 and \$458, which is an average amount of \$292. Given the average visitor stay of 2.9 nights, multiplying the average spend of \$292 by 2.9 nights (for a total of \$846.80) was considered in analyzing the economic impact of the NHCC’s tourist draw. This was ultimately rejected, due to the inability to isolate the NHCC as the sole driver in the tourist’s decision to visit Albuquerque. Based on this, the NHCC assumed credit for only one (or \$292) of the 2.9 nights spent in Albuquerque, on average, by out-of-town visitors.

Economic Impact Results: At an average of \$292 spent in Albuquerque per person who traveled 120-miles or farther to the NHCC, the NHCC had a positive, indirect economic impact of \$1,150,037 on the Albuquerque economy in the second quarter of fiscal year 2017. In the first quarter, the NHCC had a positive, indirect economic impact of \$1,568,566 on the Albuquerque economy. That brings the total positive, indirect economic impact of the NHCC on the Albuquerque economy for the first two quarters of FY2017 to \$2,718,603.