



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

Executive Summary – From April to June 2017, the National Hispanic Cultural Center (NHCC) expended approximately¹ \$33,316.55 of Lodger’s Tax funding and welcomed another 9,647 visitors from 120-miles or farther away, with an overall, indirect economic impact of over \$2,816,952 dollars to the Albuquerque economy.

Section 1: Expenditures

Description	Status	Outcome	Contract Reference	Media	Target Audience	Amount Expended
Print advertising promos in ABQ the Mag; Primetime Mag; Heritage Hotel Mag; and NM Kids	Completed	111000 Impressions	A.1	Print	Within ABQ	\$7,679.50
Wayfinding Sign Holders for NHCC Campus	Completed		A.1	In person	Within ABQ	\$275.87
Design and printing of NHCC rack cards, presentation folders for rentals, and	Completed		A.1	Print	Within ABQ	\$3,133.84

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

wayfinding signs for campus						
Online advertising allocated for use for NHCC events including Domingos en Arte and Globalquerque	Completed	8500	A.1	Online	Within ABQ	\$2,586.46
Facebook promotions for NHCC events including booksignings, Happy Arte Hours, Craft Fairs, Museum events, and Salud y Sabor	Completed	22,767	A.1	Facebook	Within ABQ	\$73.67
Online advertising allocated for use for NHCC events including Globalquerque, Dayme Arocena, and DanzAbierta	Ongoing	10,000	A.2	ABQ Journal online	Within ABQ and Nationally	\$4,780.16
Facebook promotions of several NHCC events, including Festival Chispa, House on Mango Street, Dzul, Rezilience, Globalquerque	Ongoing	151575	A.2	Facebook	Within ABQ and Nationally	\$718.11

e, Domingos en Arte, and Summer Institutes						
Print Promotion of NHCC in USA Today Hispanic Living and Local Flavor	Completed	896791	A.2	Facebook	Within ABQ and Nationally	\$5,150.00
Online promotions on KOB and San Antonio Express News of Festival Chispa and NHCC Art Museum	Completed	7000	A.2	Websites	Within ABQ and Nationally	\$2,073.13
Filming and photography of NHCC events that are used in promoting those event and the NHCC overall online and in print	Completed		A.2	Facebook	Within ABQ and Nationally	\$6,000
Travel for NHCC staff to attend The National Association of Latino Arts and Cultures Leadership Institute	Completed		A.3	Travel	National	\$845.81

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 72,872 individuals who visited the NHCC campus from April 1, 2017 through June 30, 2017 (a total of three months), 9,647 visitors traveled from more than 120 miles away for their visit.

Off-Site Impressions: Through the Lodger's Tax funding, from April through June 2017, the NHCC has secured advertisements that reach an audience of 1,207,635.

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 economic impact of \$2,816,952 on the Albuquerque economy in just three months, from April through June 2017. In total, the NHCC had a positive economic impact of \$6,683,547 on the Albuquerque economy from July 2016 through June 2017.