

City of Alamogordo Promotion Board

Annual Report for FY22



In accordance with Ordinance No. 1014 requiring that all Boards, Commissions, and Committees submit a written Annual Report to the City Commission, below is the Annual report for the City of Alamogordo Promotion Board for FY22

Summary

The Promotion Board makes recommendations to staff and City Commission as to the promotion of the City of Alamogordo, including tourism, resident relocation, quality of life, and overall marketing. The Board consists of five members (two lodging industry representatives, two tourism-related industry representatives, and one at-large member): Bob Flotte, Owner of KHII & KEDU Radio; Chris Orwoll, Director of the New Mexico Museum of Space History; Marianne Schweers, Owner of the Heart of the Desert Pistachios & Wine; Nate Mandalia, Manager of The Classic Desert Aire Hotel; and Rachel Anderson, Manager of the Hilton Home2Suites, make up the current Board. Promotional advertising for FY22 started to return to normal after the limited advertising we did in FY21 and the beginning of FY22 due to the Covid pandemic. Some of the items included were print advertising in tourism magazines, Texas Monthly, New Mexico Magazine, Grand Canyon Journal, and visitor guides; digital advertising on tourism websites, YouTube, and streaming services; Out-of-Home display ads in the El Paso Airport, and digital billboards in West Texas; a redesign/update to the brochures/booklets for Alamogordo; Newsletters and media blasts to our growing email list (now at nearly 10,000); social media advertising; creation of new photo and video assets; and regular updates to the tourism website. The NMTD's Co-op Marketing Grant was back and better than ever for FY22, offering more support, collaboration, and funding, we received nearly \$66,000 in matched advertising for FY22. The City took advantage of every opportunity offered. Reminder, all this advertising, if successful, should lead to more overnight visitors and an increase in the Lodger's Tax, which is where the funding for the advertising comes from. That is why this advertising is targeted to populations that live outside of a 50 miles radius of the city, additional demographics are also considered to increase our conversion rate. We currently are targeting Gen X, Millennials, and young Boomers that enjoy outdoor recreation, family travel, and National Parks. Our main focus continues to be our regional drive market.

Highlights for FY22

- The **Alamogordo Tourism Industry Partners**, which helps to bring together all the local attractions, hotels/motels, restaurants, City, Chamber, and Parks/Forest to help to grow visitation and improve visitor experiences in our community, was able to start meeting again this year. Involved parties are excited to be meeting again with the lifting of Covid restrictions, and we are starting to see more collaboration. We have an email group and Facebook group where information is shared, in addition to meeting in person.
- In May of 2022, the City of Alamogordo was awarded the **highest Co-op Marketing Grant they have ever received from the NM Tourism Dept.** (NMTD). With an unprecedented 2:1 match of advertising valued at \$107,790 for FY23, that is a total value of **\$323,370** along with their support, guidance, and expertise for the NM True brand and NM Tourism promotion.
- FY22 was a record-breaking year for Lodger's Tax. Multiple things have contributed to the increase. The resignation of White Sands from a National Monument to a National Park in addition to the desire to get out and explore has led to record-breaking visitation to WSNP, **in 2021 over 782,000 people visited the Park**. In addition to increased tourism, we had an unexpected long-term increase in hotel stays by military and contracted personnel brought in to support Operation Allies Welcome at Holloman Air Force Base. All hotels were fully booked for a period of time, which was good, but also had a negative impact on tourism because visitors could not find a room, and some were turned away upon arrival even though they had made reservations in advance. Overall, this had a very positive

impact on Lodger’s Tax revenues, nearly doubling the originally budgeted revenue and allowing us to apply for more matched grant funding through the NMTD.

- **The new 90-room hotel that opened** in June 2021, the Hilton Home2Suites has been doing very well and could not have opened at a better time with the increased visitation to our community. The addition of this hotel has also helped to increase local Lodger’s Tax receipts and has helped to raise the ADR of many of the local hotels/motels across our city.

Meetings Held & Attendance

July 21, 2021 - Board Met

August 18, 2021 - Board Met

September 15, 2021 - Board Met

October 20, 2021 - Board Met

November 17, 2021 - Board Met

December 15, 2021 - Meeting Canceled

January 19, 2022 - Board Met

February 16, 2022 - Board Met

March 16, 2022 - Board Met

April 20, 2022 - Meeting Canceled

May 18, 2022 - Meeting Canceled

June 15, 2022 - Meeting Canceled

Attendance for Promotions Board FY22

The Promotion Board meets the third Wednesday of each month at 10:00 am in the General Conference Room at City Hall

Month	Present	Absent
July	Bob Flotte, Chris Orwoll, Nate Mandalia, Marianne Schweers	Jessica Blackwell
August	Bob Flotte, Chris Orwoll, Marianne Schweers	Jessica Blackwell, Nate Mandalia
September	Chris Orwoll, Marianne Schweers, Jessica Blackwell	Bob Flotte, Nate Mandalia
October	Bob Flotte, Chris Orwoll, Nate Mandalia, Marianne Schweers	Jessica Blackwell
November	Bob Flotte, Chris Orwoll, Nate Mandalia, Marianne Schweers	Jessica Blackwell
December	No Meeting	
January	Bob Flotte, Chris Orwoll, Rachel Anderson	Nate Mandalia, Marianne Schweers
February	Bob Flotte, Chris Orwoll, Marianne Schweers	Nate Mandalia, Rachel Anderson
March	Bob Flotte, Nate Mandalia, Marianne Schweers	Chris Orwoll, Rachel Anderson
April	<i>Meeting Canceled per City Manager</i>	
May	<i>Meeting Canceled per City Manager</i>	
June	<i>Meeting Canceled per City Manager</i>	

FY22 Total Meeting Attendance *(out of 8 meetings)*

Member	Present	Absent
Bob Flotte	7	1
Chris Orwoll	7	1
Marianne Schweers	7	1
Nate Mandalia	4	4
Jessica Blackwell	1	4
Rachel Anderson	1	2

8 total meetings for FY 2022, December’s meeting was canceled due to busy holiday schedules, and April- June’s meetings were canceled per the City Manager while plans are decided for the new Economic Development & Tourism Officer Position.