Taos Marketing and the Arts

Town of Taos & The Waite Company
Lodgers Tax Collected
Lodgers Tax Monthly Revenue
Lodgers Tax Allocation FY 18

- Marketing: 50%
- Transportation: 20%
- Visitor Center: 30%
Town of Taos Marketing Efforts Include

- Public Relations
- Media Visits and Influencer Trips
- Paid Media: Digital, Print, Paid Search, Radio, Social Media
- Cooperative Promotions: NMTrue, Fly Santa Fe/Taos
- Social Media Coordination
- Taos Visitor Guide
- Mobile App
- Website

- E-newsletter
- Graphic Design
- Printing
- Photography/Videography/Editing
- Town Street Banners
- Hospitality Training Program
- Visitor Information Study
- Event Impact Analysis and Marketing Reports
Brand Pillars

Arts & Culture
Outdoor Adventure/Nature
Spiritual/Well Being
Culinary/Beer/Wine
Digital Banner Ads
Marketing Materials
Lamp Post Banners

Taos is ART

TRACY TURNER

JAMES THOMAS

JACK SMITH

Taos Tourism Marketing and Public Relations
Spend the holiday season in TAOS and experience unique tradition and culture here in the mountains of northern New Mexico.

800.732.8267

TAOS.org
Taos News Digital Banner Ads
Arts Public Relations

Feb 2016 – Oct 2017
Waite Company Pitch Activity – Arts & Culture

# of arts & culture media contacted – over 2,000 writers

Western Art Collector
Western Art & Architecture
Fine Arts Connoisseur
Ceramics Monthly
HuffPo
PHOENIX
Waite Company Pitch Activity – Arts & Culture

# of email pitches sent out – 7,789

- Ed Moses exhibition at 203 Fine Art
- Design & architecture – historic churches
- The PASEO and Taos Fall Arts Festival
- Unique arts & culture getaway for couples
- Senior travel
- Ted Egri Day
Waite Company Pitch Activity – Arts & Culture

# of HARO pitches submitted - 21

“Can’t Miss Summer Exhibits”
“End of the road destinations”
”Unique honeymoon destinations”
“Museum-Worthy Hotel Exhibits”
“New Museum Exhibit Openings”
“Best Small Mountain Towns for Summer”

“Best Fall Road Trips”
“Quirky Festivals”
“Best Places for Senior Travel”
“Native American Tourism”
Waite Company Pitch Activity – Arts & Culture

# of press release announcements - 17

Taos Shortz Film Fest
Year of the Taos Visionary
Couse-Sharpe Gallery Weekend
Mabel Dodge Luhan & Co Exhibition (Harwood)
Taos Fall Arts Festival & The PASEO
Michael Hearne’s Big Barn Dance & galleries

Ed Moses Exhibition (203 Fine Art)
Taos Pueblo Pow Wow
Waite Company Results – Arts & Culture

Recent Press Trips:

Where to Retire (200k print circulation) – print story
Naturally (3.2M total readership, 352k print circulation) – in process
Splash Magazines (59k online readership) – in process
Published Coverage:

Profile: Taos

Print reach: 200,000
Published Coverage:

“Mountain Destinations Elevate the Group Experience”

Online reach: 30,254

Print reach: 55,000
Published Coverage:

“Taos: A mix of art, history”

Print reach: 188,467

Online reach: 10,850,638
Published Coverage:

msn

“20 Exhibits You Don’t Want to Miss This Summer”

Online reach: 10,034,422
Published Coverage:

“Taos-Based Couse Foundation to Host Gala Weekend & Studio Grand Opening”

Online reach: 45,357
Published Coverage:

“A Grand Opening and Gala”

Online reach: 29,000
Published Coverage:

**THE TAOS NEWS**

“Works By Abstract Artist Ed Moses on View”

Print reach: 11,020

Online reach: 55,465
Published Coverage:

**The Denver Post**

“Mabel Dodge Luhan Show an Ambitious Project at Taos’ Harwood Museum”

Print reach: 156,223

Online reach: 4,768,059
Waite Company Results – Arts & Culture

Other Arts & Culture Published Coverage:

- Taos Shortz Film Fest Long on Talent – Albuquerque Journal
- Taos Arts Community Celebrates “Year of Taos Visionaries” – Artesia Daily Press
- Taos Pueblo Pow Wow, July 8-10 – The Pueblo Chieftain
- Taos Pueblo Pow Wow Set for July 8-10 – Los Alamos Monitor
- Travel to Two for Taos – Destination I Do
- Rocky Mountain Romance – 360 West Weddings
Waite Company Results – Arts & Culture

Other Arts & Culture Published Coverage:

America’s Top Holiday Towns – USA Today
So Long Shortz, Taos Film Fest Calls it Quits – Albuquerque Journal
Taos Pueblo Celebrates Native American Dancing, Drumming – Albuquerque Journal
32nd Annual Taos Pueblo Pow Wow, July 7-9 – Western Art & Architecture
Overall Arts Coverage – Arts & Culture

Sept – Oct 2017:

“Emerging Artists at Greg Moon Art”
Santa Fe New Mexican Pasatiempo, 10/5/17

“The Paseo’s Design Challenge for Taos Students”
KUNM.org, 9/22/17
Overall Arts Coverage – Arts & Culture

Recent stories, Sept – Oct 2017:

“Walt Gonske Exhibit at Taos Art Museum”
Los Alamos Monitor, 9/20/17

“The Art of Justice”
Western Art & Architecture, 9/15/17
Overall Arts Coverage – Arts & Culture

Recent stories, Sept – Oct 2017:

“Into the woods: Artist Gustavo Victor Goler”
Santa Fe New Mexican Pasatiempo, 9/14/17

“At the Arts Center: Rancho de Taos Church”
The Pueblo Chieftain, 9/2/17
Overall Arts Coverage

Recent stories, Sept – Oct 2017:

‘Rewarding’ work on exhibits: 2 projects by Jodie Herrera are part of 8th ‘Bridge’ event

Albuquerque Journal, 9/1/17
Additional Activity

PR activities supporting arts & culture promotion:

Taos Top 3 weekly stakeholder email
Additional Activity

PR activities supporting arts & culture promotion:

What’s Up, Taos? e-newsletter
Additional Activity

PR activities supporting arts & culture promotion:

Social media & influencer trips
Thank you!