

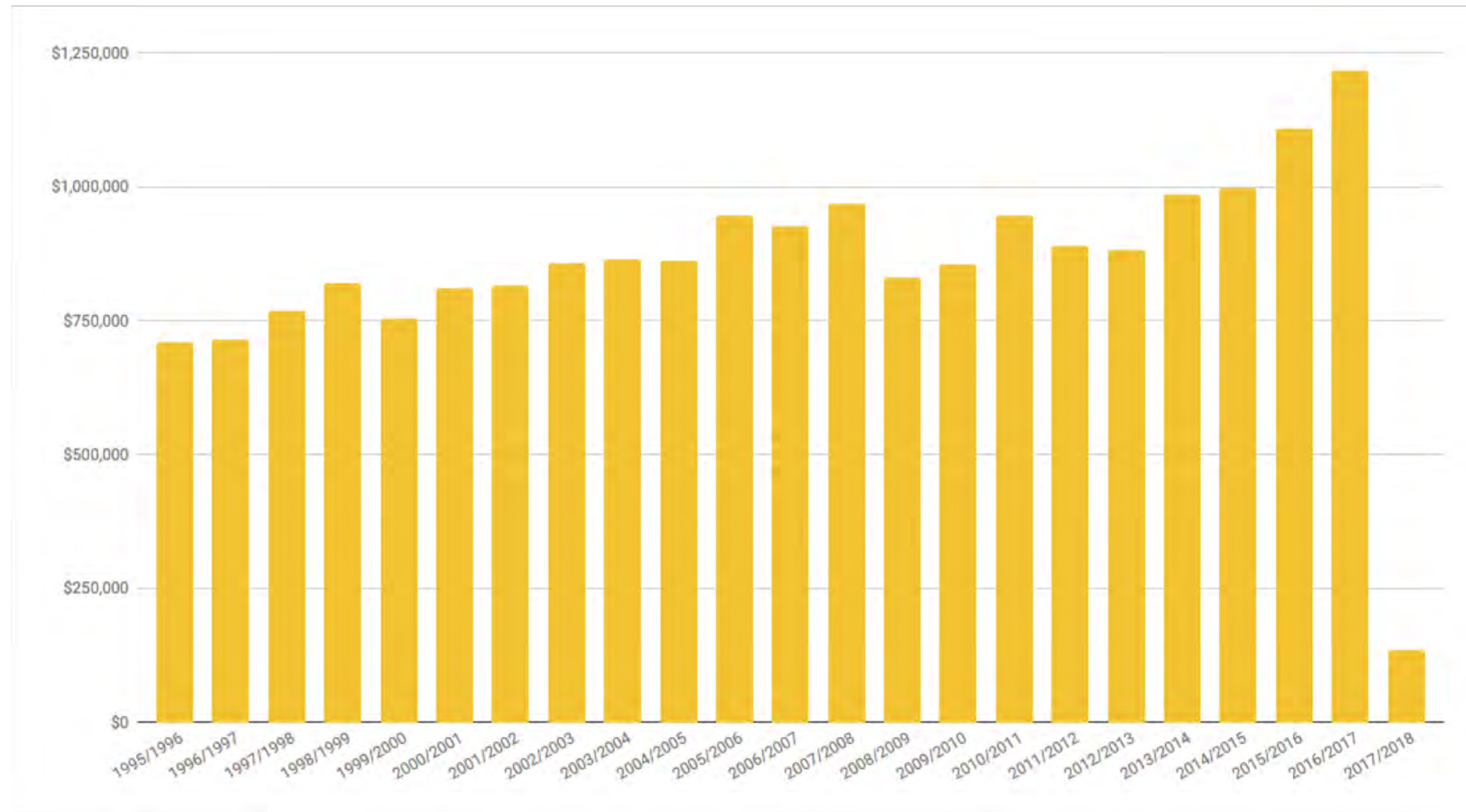


THE
WAITE COMPANY
We Get It.

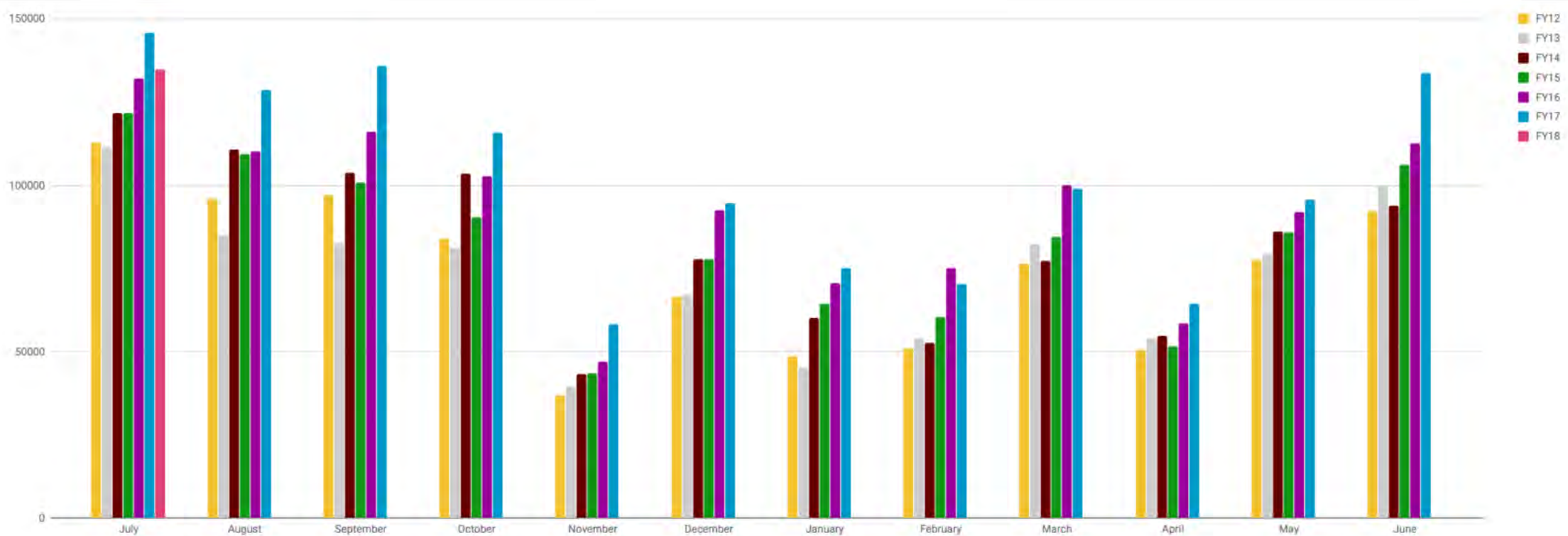
Taos Marketing and the Arts

Town of Taos & The Waite Company

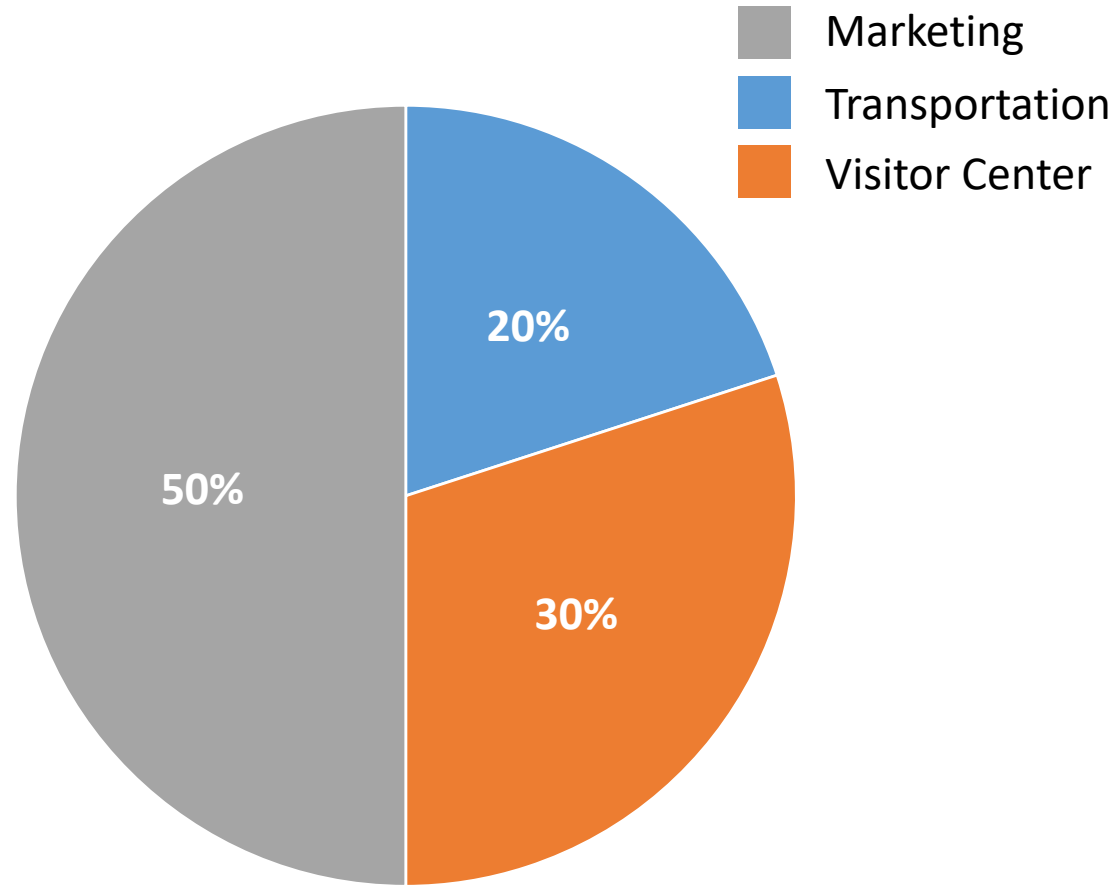
Lodgers Tax Collected



Lodgers Tax Monthly Revenue



Lodgers Tax Allocation FY 18



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

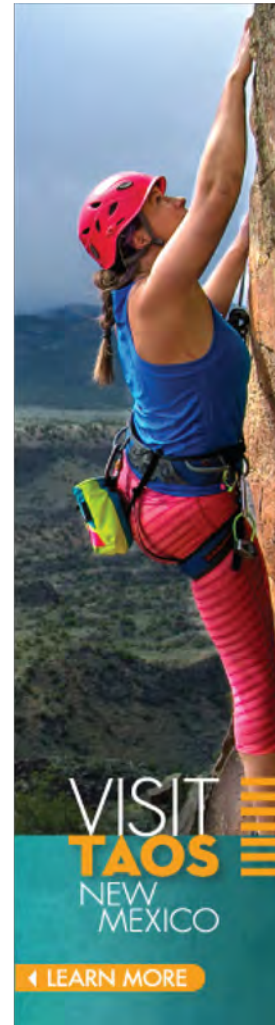
Outdoor Adventure/Nature

Spiritual/Well Being

Culinary/Beer/Wine



Digital Banner Ads



Marketing Materials



Lamp Post Banners



Sample Ad – Yuletide



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”

“Best Fall Road Trips”

“End of the road destinations”

“Quirky Festivals”

“Unique honeymoon destinations”

“Best Places for Senior Travel”

“Museum-Worthy Hotel Exhibits”

“Native American Tourism”

“New Museum Exhibit Openings”

“Best Small Mountain Towns for Summer”



Waite Company Pitch Activity – Arts & Culture

of press release announcements - 17

Taos Shortz Film Fest

Ed Moses Exhibition (203 Fine Art)

Year of the Taos Visionary

Taos Pueblo Pow Wow

Couse-Sharpe Gallery Weekend

Mabel Dodge Luhan & Co Exhibition (Harwood)

Taos Fall Arts Festival & The PASEO

Michael Hearne's Big Barn Dance & galleries

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

Waite Company Results – Arts & Culture

Published Coverage:



Profile: Taos

Print reach: 200,000



Waite Company Results – Arts & Culture

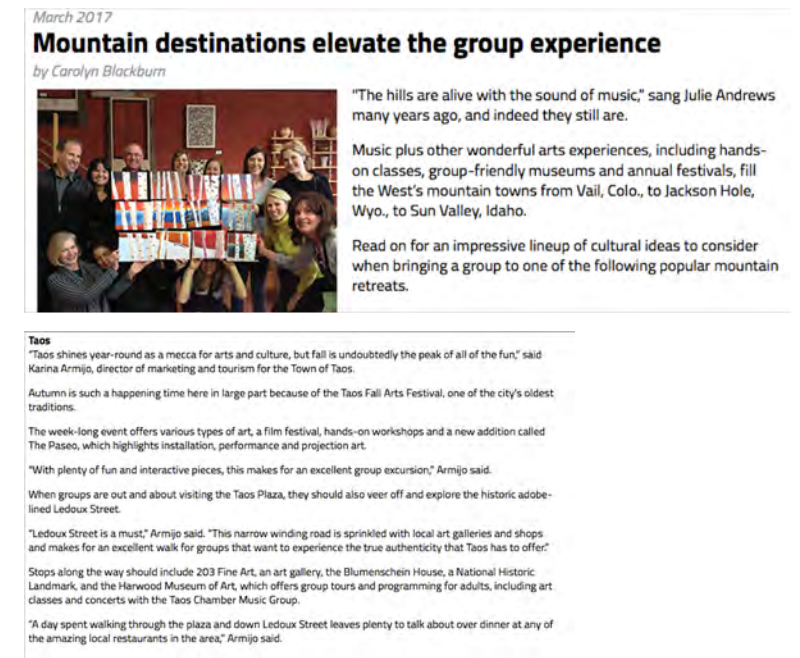
Published Coverage:



“Mountain Destinations Elevate the Group Experience”

Online reach: 30,254

Print reach: 55,000



Waite Company Results – Arts & Culture

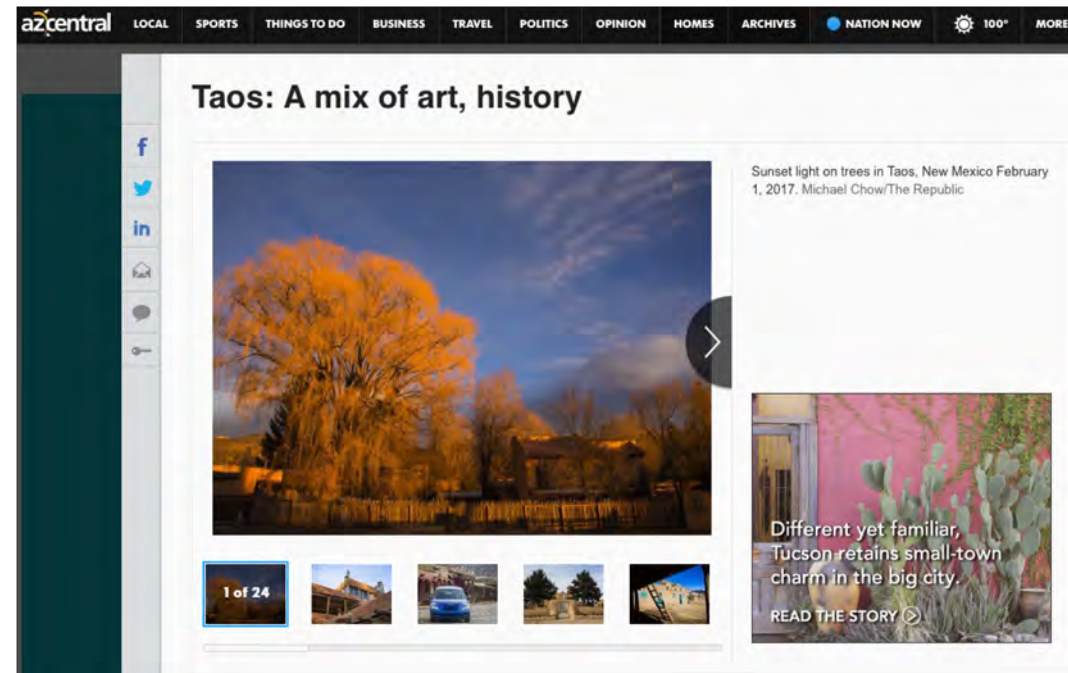
Published Coverage:



“Taos: A mix of art, history”

Print reach: 188,467

Online reach: 10,850,638



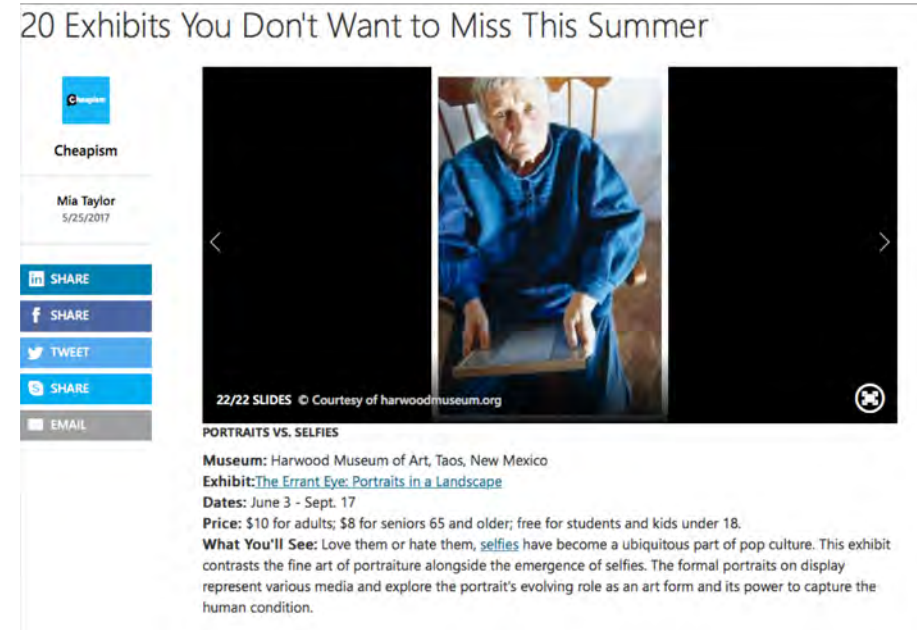
Waite Company Results – Arts & Culture

Published Coverage:



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

Online reach: 10,034,422



Waite Company Results – Arts & Culture

Published Coverage:



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

Online reach: 45,357

June 10-11: The Taos-Based Couse Foundation to Host Gala Weekend & Studio Grand Opening

Posted on: Jun 05 2017



Celebrating the 5th Biennial Couse-Sharp Gala Weekend

The Couse Foundation of Taos, New Mexico will host its 5th Biennial Couse-Sharp Gala Weekend, June 10-11. The two-day event will kick off on Saturday, June 10 at the Harwood Museum of Art with a lecture on, “The Studios of Joseph Henry Sharp” by Peter Hassrick, Director Emeritus and Senior Scholar, Buffalo Bill Center of the West. The

Waite Company Results – Arts & Culture

Published Coverage:

Fine Art
Connoisseur
THE PREMIER MAGAZINE FOR INFORMED COLLECTORS

“A Grand Opening and Gala”

Online reach: 29,000

A Grand Opening and Gala

By Andrew Webster · June 8, 2017 · 0



Share on Facebook



Tweet on Twitter



Save



Joseph Henry Sharp, "Crucita-Taos Indian Girl in Old Hopi Wedding Dress and Dry Flowers (Winter Bouquet)," oil, Gilcrease Museum, Tulsa

The Couse Foundation of Taos, New Mexico, is hosting a major celebration and gala fundraiser this weekend that features this grand opening. What is it

Waite Company Results – Arts & Culture

Published Coverage:



THE TAOS NEWS

“Works By Abstract Artist Ed Moses on View”

Print reach: 11,020

Online reach: 55,465

Works by abstract artist Ed Moses on view

Posted Sunday, August 14, 2016 1:47 am

Rick Romancito

Ed Moses has been around the block. The abstract painter who rose to prominence partly “for his association with the ‘Cool School,’ a group of artists that also includes Taos residents Larry Bell and the late Ken Price, known for their rebellious behavior and reputations as partiers and playboys” is the focus right now of some well-deserved attention by several prominent art institutions.

In Taos, where he visited and worked from time to time, Moses is being celebrated in an exhibition featuring nine of his mixed media drawings and paintings at 203 Fine Art. The venue, which hosted an opening reception Friday (Aug. 12), is located at 203 Ledoux St., a block southwest of Taos Plaza.

Gallery owner Eric Andrews told Tempo that Bell encouraged him to invite Moses to the opening, but the artist, at 90 years old, is not well enough to travel from his home in Venice Beach, California. Still, there is no doubt that his presence will be felt among his many local admirers.

In the press release referenced in the lead to this article, Moses has been shaping the West Coast art scene for more than 50 years. The works that 203 Fine Art will have on view date from the 1980s and 1990s.



Waite Company Results – Arts & Culture

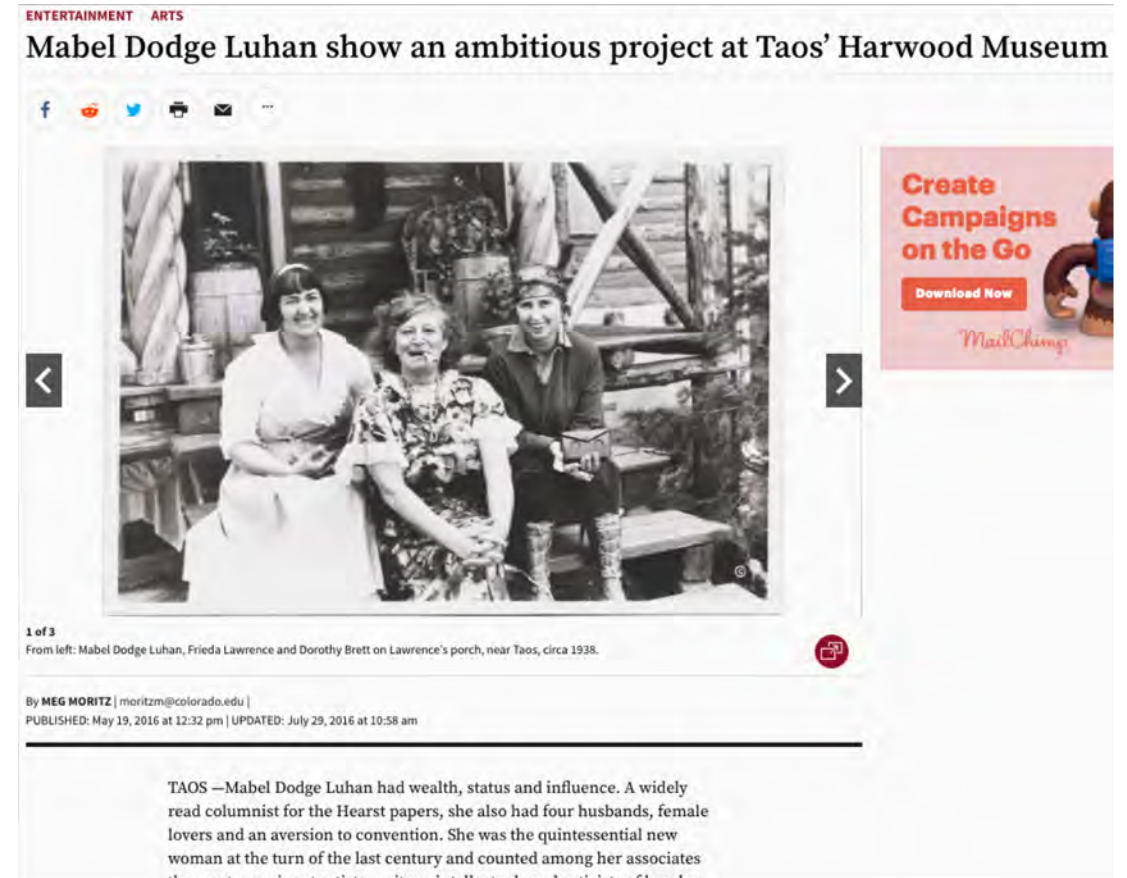
Published Coverage:

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

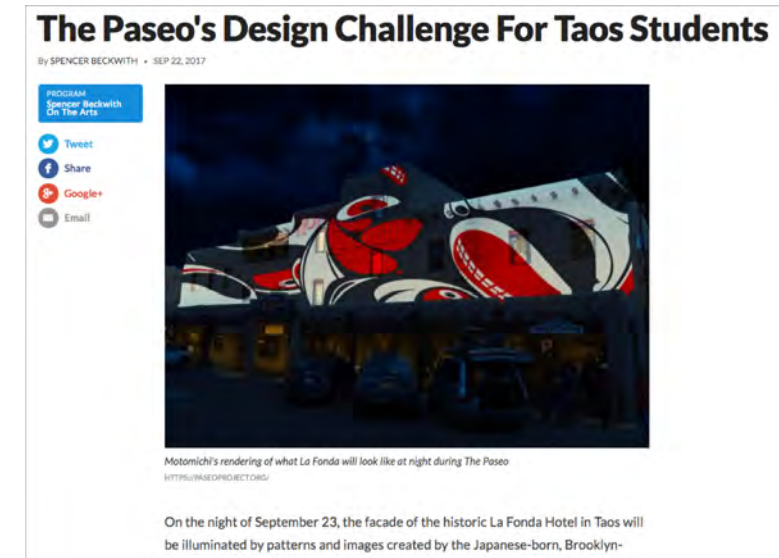
Overall Arts Coverage – Arts & Culture

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

Wednesday, September 20, 2017 at 4:12 pm



"The West has passed – more's the pity. In another 25 years the old-time westerner will have gone too – gone with the buffalo and the antelope. I'm going to hand down to posterity a bit of the unadulterated real thing, if it's the last thing I do – and I'm going to do it muy pronto."



Walt Gonske/Courtesy
Walt Gonske, Middle of March, 1988, oil on linen, 30 x 30 inches, courtesy of the artist.
[Buy this photo](#)

– W. Herbert "Buck" Dunton

Enjoy a close look at the work of an artist whose art has embodied the Southwest for four decades. Taos Art Museum at Fehin House will present a retrospective exhibition of the artwork of painter Walt Gonske, to open at the beginning of the Taos Fall Arts Festival on Saturday.

An acknowledged master of Southwestern art, with more than four decades of exploring every aspect of the mountain desert landscapes of northern New Mexico, the painter Walt Gonske actually started out in life on the East Coast, and envisioned a career in illustration. He has defied expectations ever since, and flourished both in what he chose to do and where he chose



'Amanda Nunes' (detail) | Mixed Media on Paper | 48 x 36 inches | 2017

IF, AS VINCENT VAN GOGH SAID, there is truly nothing more artistic than to love people, Santa Fe, New Mexico, artist Erin Carrier is at the pinnacle of her profession. "I'm most inspired by human beings and the human world," she says. "One thing all my subjects share is that I admire and respect each of them for many different reasons. I could never draw or paint someone I didn't feel that way about."

Carrier's work blends acrylic paint with an assemblage of recycled materials. It's informed as much by the social justice writings of Paulo Freire, Eduardo Galeano and Edward Said, and her extensive travels in the developing world, as by classical art history and technique.



“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:

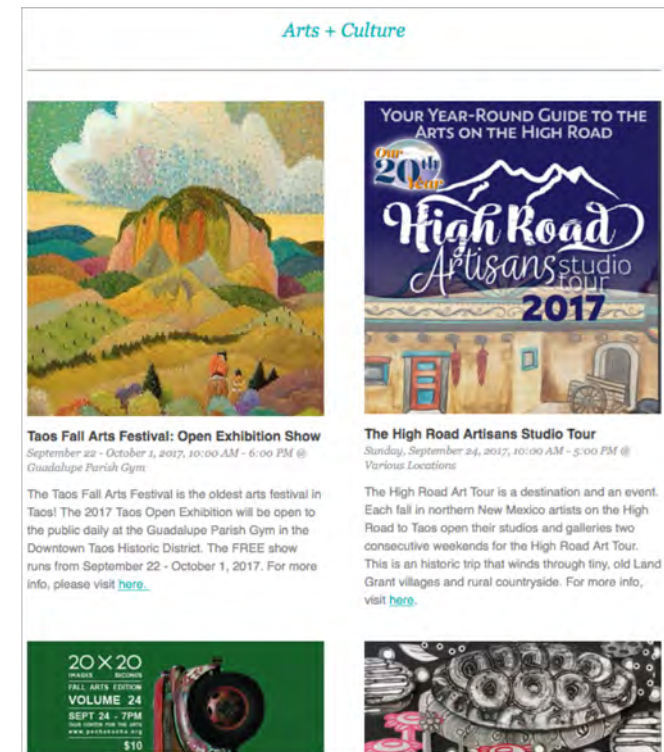
Taos Top 3 weekly stakeholder email



Additional Activity

PR activities supporting arts & culture promotion:

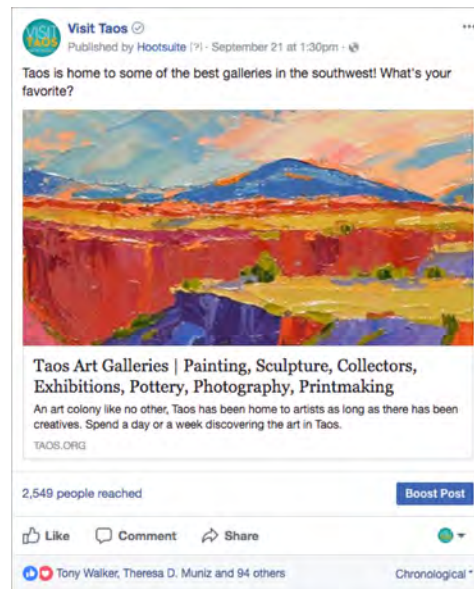
What's Up, Taos? e-newsletter



Additional Activity

PR activities supporting arts & culture promotion:

Social media & influencer trips



Thank you!

