

# FARMINGTON CONVENTION & VISITORS BUREAU



## 2010 ANNUAL REPORT



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## REPORT CREDITS

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## A Message from the Chairman



The Farmington Convention & Visitors Bureau plays a vital role in the generation of revenue into the local economy through its support of the tourism and convention activity. In addition to the economic support, the Bureau is involved in bringing programs to the area that increase the cultural amenities to the residents of San Juan County and beyond. The Convention & Visitors Bureau Executive Director and staff work tirelessly to assist individuals and groups interested in coming to our area. They also work with local organizations and businesses to create outstanding events that can be enjoyed by all that attend.

During the past year the Farmington Convention & Visitors Bureau actively supported the XTERRA Four Corners Off Road Triathlon, Grady Williams Freedom Days Triathlon, Outdoor Summer Theatre, Freedom Days Celebration, Totah Festival and the Road Apple Rally. Along with many smaller RV Rallies, Farmington was host to the Family Motorcoach Association's Rocky Mountain Ramble for a fifth time! This particular event brings approximately 500 motor homes to the area.

In a time that has been challenging for many, the Farmington Convention & Visitors Bureau has continued to provide a much needed service to our community. On behalf of the Executive Director, staff and Board of Directors, I would like to thank all of you for your continued support.

Jeff Howle

Chairman, FCVB Board of Directors 2010-2011

# The Farmington Convention & Visitors Bureau

## Board of Directors

**Chairman** ▪ Jeff Howle, Citizens Bank

**Immediate Past Chairman** ▪ Linda Baker, San Juan College

**Treasurer** ▪ Larry Baker, Salmon Ruins

**Keith Barbeau**

Courtyard by Marriott

**Jeff Bowman**

City of Farmington / PRCA

**Cliff Booton**

Hertz Rent-A-Car

**Linda Clark**

A Plus Well Service

**Don Cowman**

Comfort Inn

**Larry Johnson**

Soaring Eagle Lodge

**Dan McMullen**

Clancy's Irish Cantina

**Dr. Joseph Pope**

Pinon Family Practice

**Sandy Schumacher**

Desert Hills Dental Group

**Bill Standley**

**Dave Turnbull**

San Juan Regional Medical Center

**Tom Wheeler**

Hogback Trading Company

## Staff

**Executive Director** ▪ Debbie Dusenbery

**Marketing Manager** ▪ Tonya Stinson

**Information Specialist** ▪ Ingrid Gilbert

**Administrative Coordinator** ▪ Ellen Brown

## Hospitality Staff

Amy Homer

Nancy Koonce

Lindy Poole

Esperanza Quintana

## Mission

The Farmington Convention and Visitors Bureau is a private, non-profit organization (501 c6) promotional agency established in 1984 to promote Farmington and the surrounding area as a destination for recreation, industrial and historic interest.

The mission is to attract visitors, tourists and conventioners to Farmington and to enhance the economic health and stability of the area.

The main focus is to attract conventions/meetings, leisure travelers, travel professionals and promote special events to the Four Corners region.

## Goals

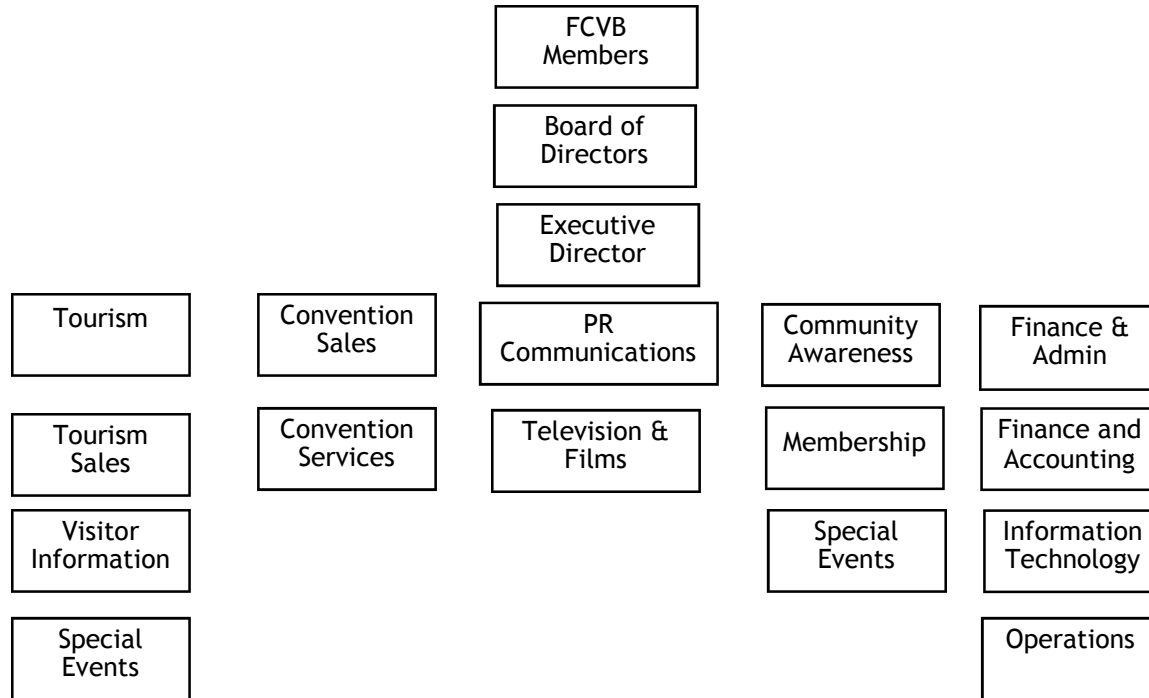
- ◇ The goals of the Farmington Convention & Visitors Bureau are as follows and are accomplished by being mission-driven, goal-oriented and results-directed.
- ◇ Define positive and unique features of the area.
- ◇ Create partnerships with public, private and non-profit groups.
- ◇ Market area assets to selected prospects.
- ◇ Develop local pride and awareness.
- ◇ Recognize outstanding leadership and hospitality in the business community.

## Tourism Facts

- ◇ Lodging generated over \$28 million in lodgers tax revenues to municipalities and counties in NM in 2008, and provided over 80,500 direct and indirect jobs.
- ◇ For every \$1 the New Mexico Tourism Department spends on tourism advertising, visitors spend \$40.
- ◇ In 2009, tourism remained the second largest private sector industry in New Mexico, welcoming more than 26 million visitors who contributed more than \$5.5 billion to the state's economy.

Tourism facts courtesy of New Mexico Tourism Department

# Operations & Funding



The Farmington Convention & Visitors Bureau is funded by a lodger's tax through a contract with the City of Farmington, participation in the New Mexico Tourism Department Cooperative Advertising program and San Juan County. In 2010, Lodging revenues totaled \$22,327.626. The Lodger's Tax collections totaled \$1,093,334, a 1% decrease from 2009.

## Administration

The FCVB, in a partnership with the Farmington Museum, supported visitor services at the Gateway Park Museum & Visitors Center. The FCVB directed Farmington Museum inquiries, scheduled meeting space and assisted with Museum administrative tasks. The FCVB also continued to assist in the ongoing training of hospitality staff and volunteers with the Farmington Museum.

FCVB continued to maintain and update the FCVB website. With increased efforts to consistently market to the site, traffic increased by 2% at year's end.

Staff conducted conversion studies on 2009 direct requests from the following resources:

- ◇ New Mexico Vacation Guide
- ◇ AAA
- ◇ Madden Media newspaper Insert

In 2010 the FCVB maintained a bureau membership of 117 members.

## Tourism

FCVB staff attended the following meetings and industry seminars:

- ◇ New Mexico's Governor's Conference on Tourism
- ◇ Grand Circle Association (multi-state tourism promotion organization)
- ◇ Tourism Association of New Mexico Tourism Day at the Legislature
- ◇ Public Relations Society of American (PRSA) Travel & Tourism Section Annual Conference
- ◇ New Mexico Film Co-op
- ◇ Society of American Travel Writers (SATW) Western Chapter

In order to increase tourism and promote Farmington the following promotional pieces were published: 2010 Farmington Travel Planner ♦ 2010 Farmington Visitors Guide ♦ Bi-monthly Event Calendar, with the Farmington Chamber of Commerce ♦ Outdoor Summer Theater brochures featuring the musical "Oklahoma!" ♦ Awesome Ways For Kids To Have Fun In Farmington ♦ Fishing on the San Juan River ♦ Farmington Restaurant List.

The Farmington CVB helped promote and support the following events with advertising dollars and staff support: Riverfest ♦ San Juan Symphony ♦ Totah Festival ♦ Outdoor Summer Theater ♦ Freedom Days ♦ Connie Mack World Series ♦ XTERRA Four Corners ♦ Road Apple Rally Mountain Bike Race ♦ Four Corners Storytelling Festival.

The FCVB continued partnering with the Albuquerque CVB, Mesa Verde National Park and Destinations Southwest to promote a Native Trails itinerary covering attractions in both New Mexico and Colorado. This itinerary is marketed to both international and domestic markets.

The FCVB participated in the Tourism Department's Indian Country Travel Region 1. The region maintains a web site that is available in English and German. Advertising has been placed in various publications promoting Indian Country to the domestic and international markets. The FCVB assists with inquiry fulfillment.

The Trail of The Ancients Scenic Byway-Colorado program has partnered with the National Geographic Society to capture the history and heritage of the Four Corners Region through an interactive website and print map. The Four Corners Geo Tourism Project seeks to celebrate the Four Corners region as a world-class destination, while contributing to the economic health of the region by promoting sustainable tourism. History buffs and adventurers, backpackers and foodies, birders and sightseers can discover unique destinations based on recommendations from those who know best—the residents of the Four Corners.

The State has been very successful in enticing production companies to New Mexico since the film incentive legislation was passed in 2001. The incentives include tax programs and investment opportunities. This was a joint effort of the New Mexico Economic Development Department and the New Mexico Film Office. Inquiries to film offices across the state have increased annually.

## Travel/Trade Shows

Staff attended travel/trade shows that targeted tour operators, travel agents, group leaders and meeting planners and travel writers in both domestic and international markets:

- ◆ Go West Summit
- ◆ Travel Industry Association of America's Pow Wow
- ◆ AFCI Locations Film Show America
- ◆ Family Motor Coach Association
- ◆ Public Relations Society of America
- ◆ American Bus Association
- ◆ Spotlight on the Southwestern USA

At these shows there were 561 leads generated. Seventeen travel writers from Colorado, Texas, New Mexico, Utah, California and Florida were hosted and several other writers were provided assistance as needed. The FCVB also hosted and assisted nine film scouts/production companies.

## Convention Sales & Service

Staff assisted conventions/meetings and events that generated 12,945 room nights and produced 79 leads. Staff worked with members to bid on 3 future conventions/meetings. The services provided included assisting with 64 meetings and 19,509 delegates. To assist these meetings the FCVB produced:

- ◆ 878 nametags
- ◆ 6,234 welcome bags
- ◆ 560 pre-meeting mailings

The conventions, meetings and events held in 2010 had a \$7.32 million economic impact on the Farmington area.

The FCVB hosted three site inspections:

- ◆ NM Regional Common Ground Alliance Conference & Expo
- ◆ Holiday Ramblers RV Club
- ◆ Newmar Kountry Klub RV Rally

### Comments from Meeting Planners

"I thought the service provided was exceptional and I will continue to utilize your service. I would personally like to thank you, job well done!"

"Fantastic service - best Bureau I've ever worked with in New Mexico."

The quarterly Convention Calendar was mailed to all FCVB members. Follow-up surveys were mailed to meeting planners.

2010 saw a large decrease in room night numbers due to the National High School Rode not held in Farmington, as it was in 2009. Fortunately, 2010 was an exceptionally good year for the Film Industry in the area. An episode of the television series, *Stargate Universe*, was filmed in Farmington. This production brought over 100 people to the area to work on the show for a period of four weeks. As a result over 2,000 room nights were generated. Also, approximately 10 local people were employed. The Farmington CVB continues to work with the New Mexico Film Office on future projects.

## 2010 Inquiry Visitation Statistics

	2006	2007	2008	2009	2010
Walk-Ins	15,200	16,370	18,739	23,601	22,841
Written/Email	25,789	24,862	25,098	20,237	19,121
Calls	2,108	2,864	3,756	4,053	4,459
<b>Total</b>	<b>43,097</b>	<b>44,096</b>	<b>47,593</b>	<b>47,891</b>	<b>40,785</b>
Web Visits	189,262	231,837	267,429	269,322	271,721

## 2010 Area Attractions Visitation

	2009	2010	Inc/Dec
Four Corners Monument	199,651	87,087	-56%
<b>NEW MEXICO</b>			
Aztec Ruins	39,484	38,293	-3%
Chaco Canyon	47,934	44,785	-7%
Salmon Ruins	7,235	6201	-14%
Navajo Lake State Park	524,444	556,289	6%
Farmington Visitors Center	23,601	22,841	3%
Farmington Museum Facilities	90,816	110,389	22%
Farmington Summer Theater	6,239	6,746	8%
Pinon Hills Golf Course	37,500	38,607	2%
<b>COLORADO</b>			
Mesa Verde National Park	550,377	564,417	2.5%
Durango/Silverton NGR	143,028	143,000	0%
Durango Visitor Center	900,000	900,000	0%
<b>ARIZONA</b>			
Canyon De Chelly	826,425	827,247	1%
Glen Canyon	1,960,35	2,124,467	8%
Grand Canyon	4,348,068	4,388,386	1%
<b>UTAH</b>			
Canyonlands	436,240	435,908	.08%
Hovenweep	28,155	27,386	-3%
Monument Valley	301,900	385,517	21%

Visitation numbers provided by Visitor Centers

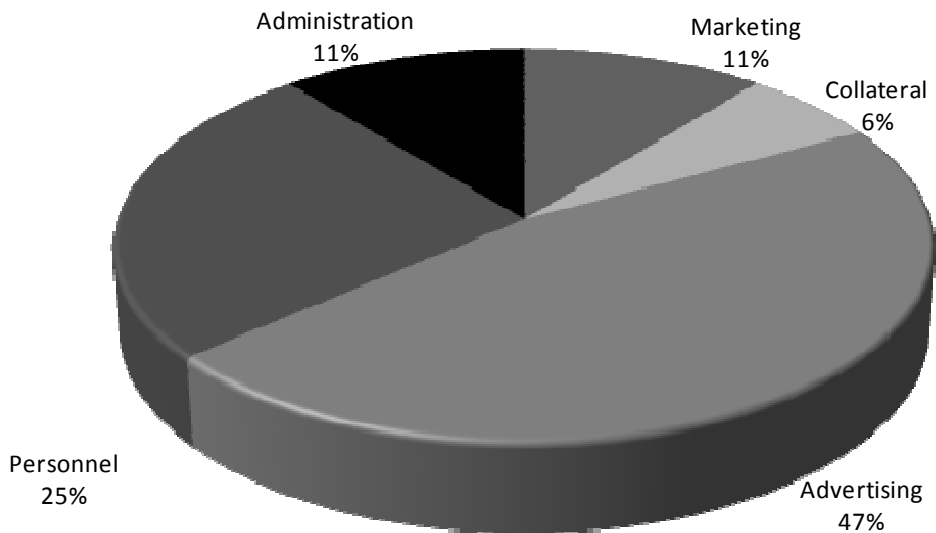
# 2010 Budget

2010 Revenue	
Farmington Lodger's Tax	\$700,200
Membership	\$6,300
New Mexico Tourism Department	\$13,500
<b>Total Revenue</b>	<b>\$723,000</b>

2010 Expenditures	
Marketing	\$78,000
Collateral	\$44,500
Advertising	\$335,000
Personnel	\$182,000
Administration	\$79,000
In-Kind Services	\$60,000
<b>Total Expenses</b>	<b>719,500</b>

## 2010 Expenditures Chart



# Farmington Convention & Visitors Bureau

## A

AAM's Mild to Wild Rafting & Jeep Trail  
Tours, Inc.  
Accent Realty  
Albuquerque Convention & Visitors Bureau  
Alvin Klein Advertising/Bates-Wells, Inc.  
Americas Best Value Inn  
Angel Peak RV Park  
Animas Valley Mall  
ARCOM Outfitting & Guide  
Artifacts Gallery  
Aztec Chamber of Commerce & Visitors Center  
Aztec Media Corporation  
Aztec Museum

## B

Basin Broadcasting KWYK/KNDN  
Basin Printing & Imaging  
Best Western Inn & Suites  
Better Business Bureau  
Big Rock Trading Post, Inc.  
Bloomfield Chamber of Commerce  
The Bluffs at Cottonwood Heights  
Home Owner's Association  
Bob French Navajo Rugs  
"Born 'N' Raised", Inc.  
\* Budget Inn

## C

Casa Blanca Inn Bed & Breakfast  
Century 21 SoWesCo Realty  
Certified Folder Display Service  
The Chef's Catering  
Citizens Bank  
Clancy's Irish Cantina  
Cloer Hay Farm  
Comfort Inn  
Construction Supply Co.  
Costa Vida Mexican Grill  
Courtyard by Marriott  
Cumbres & Toltec Scenic Railroad

## D

D's Bed & Breakfast  
Dad's RV Park  
The Daily Times  
Defined Fitness  
Deli Factory

## D

Desert Rose Resort  
Durango Chamber of Commerce  
Durango Magazine  
Durango & Silverton Narrow Gauge Railroad  
The Dusty Attic

## E

Enchantment Lodge  
Enterprise Rent-A-Car

## F

Farmington Chamber of Commerce  
Farmington Civic Center  
Farmington Museum Foundation  
Fiesta Mexicana  
Fifth Generation Trading Co.  
Fisheads of the San Juan  
Follow The Sun Tours  
Four Corners Community Bank  
Four Corners Guide Service  
Foutz Trading Company

## G

Garrick's RV Repair & RV Rentals  
Garrison Graphics, Inc.  
Grants/Cibola County Chamber of Commerce

## H

Hampton Inn & Suites  
Hertz Rent A Car  
Historic Toadlena Trading Post  
Hogback Trading Company  
Holiday Inn Express & Suites

## K

Ken Shields, CPA, P.C.  
KOBF-TV  
Kokopelli's Cave LLC  
KREZ-TV and KRQE-TV

*\* New Members for 2010-2011*

# Farmington Convention & Visitors Bureau

## L

La Quinta Inn  
Lee Acres RV Park  
Los Hermanitos Restaurant

## M

M. Moose, Inc.  
Mary Jo Walters Real Estate  
Mom & Pop RV Park  
Mountain Waters Rafting, Inc.

## N

Nancy's Rubbers  
Navajo Trading Company  
Northwest New Mexico Arts Council  
Nostalgic Concepts, Inc. dba  
Hiway Grill

## O

Outback Steakhouse

## R

Rabbit Brush Ridge P.U.D.  
Rainbow Lodge  
Region Inn  
Re/Max of Farmington  
The Reprographics Center, Inc.  
Rise-N-Fly Guide Service  
Royal Spa Fitness Center

## S

Salmon Ruins  
San Juan College  
San Juan County  
San Juan Reproduction  
Sandstone Anglers, Inc.  
Shiprock Trading Company  
Silver Sunset Enterprises  
Silver River Adobe Inn Bed & Breakfast &  
Spa Retreat  
The Strater Hotel  
Sixtus Publishing  
Sky Ute Lodge & Casino  
Soaring Eagle Lodge, LLC  
The Spare Rib BBQ Company  
Sundowner Mobile & RV Park  
SunRay Gaming of NM, LLC

## T

Theater Ensemble Arts, Inc.  
Three Rivers Brewing Co.  
Trimble Spa & Natural Hot Springs  
TRWC & In Cahoots! Art Gallery  
TownePlace Suites by Marriott  
Travel Host  
Travel Inn

## U

United Country Accent Realty  
Ute Mountain Casino, Hotel & Resort

## W

Wal-Art Gallery & Framing  
Wells Fargo Bank, N.A.  
Wines of the San Juan

*\* New Members for 2010-2011*



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