

FARMINGTON

Convention & Visitors Bureau

2015

Annual Report





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Mission of the FCVB

The Farmington Convention and Visitors Bureau is a private, non-profit organization 501 c (6), 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.

Objectives

- Enhance the economic health and stability of the area through promotion of activities to attract visitors to the area.
- Advertise, publicize, promote and sponsor Farmington and San Juan County conventions, recreation, hospitality and tourist attractions and special events.
- Solicit convention and tourism business through various forms of direct solicitation and general promotion and advertising.
- Provide information to the public, and particularly to visitors to the area by distributing information and by maintaining a visitor information center or centers to provide such information.
- Gather information, evaluate and disseminate statistical and non-statistical information from time to time and assist the community in providing services and determining emerging trends in the travel and convention industry.



The State of Tourism

Farmington

 **3.09%**

2015 Lodger's Tax Collections increased 3.09% over 2014

The Farmington CVB tracks and studies Lodgers Tax on a calendar year basis by visitors' month of stay to monitor tourism trends and visitor behavior. A total of \$1,262,954.97 was collected in Lodger's Tax by the City of Farmington, in calendar year 2015. This is up 3.09% from 2014, when a total of \$1,225,087.35 was collected. The City of Farmington collected \$4,122,591 gross receipts tax under the Accommodation and Food Services sector, in FY2015. This is an 8.3% increase over FY2014, and an 11.7% increase over FY2013. This increase in Lodger's Tax and Gross Receipts in the Accommodations and Food Service sector illustrate continued growth in the tourism industry.

Of the \$1,262,954.97 in Lodger's Tax collected by the City of Farmington, \$884,068.50 was allocated for the Farmington Convention & Visitors Bureau and \$378,886.48 for the City of Farmington's Civic Center, Sandstone Productions and the Farmington Indian Center. Peak occupancy occurred during the typical leisure travel season, June through August.

Business travel has long been a staple for Farmington hotels. Multiple properties reported a marked decrease in their corporate contracts and business travelers throughout 2015, which was a continuing trend from 2014. Multiple properties also reported that they noticed an increase in weekend and leisure travel, which helped offset the loss of business travel.

2015 Quick Glance

LT Collected: \$1,262,954.97

Average Occupancy: 60.7%

Average ADR: \$83.10

Average RevPar: \$50.41

8.3% increase in Accommodation & Food Services gross receipts tax

Lodger's Tax Collection

2015: \$1,262,954.97

2014: \$1,225,087.35

2013: \$1,210,561.43

2012: \$1,217,435.34

The State of Tourism

San Juan County

The New Mexico Tourism Department (NMTD) works with Tourism Economics to provide a detailed look at tourism throughout the state. San Juan County experienced a 4.8 % increase in visitor spending in 2014, with 8.1% of the county's employment dependent on tourism. In September 2015, the NMTD released the following data for San Juan County.

2014 SJC Visitor Spending Breakdown

- 21% Food & Beverage
- 21% Retail
- 17% Lodging
- 12% Recreation

New Mexico

2014 proved to be a strong year for tourism throughout New Mexico. In September 2015, the New Mexico Tourism Department released the following data illustrating the growth of the tourism industry in the state. Data compiled by Tourism Economics and Longwoods International.

2014 New Mexico Tourism

- 1.7% Increase in Total Visitors
- 2.1% Increase Domestic Marketable Trips
- 4.5% Increase in Visitor Spending
- 4.3% Growth Tourism Employment

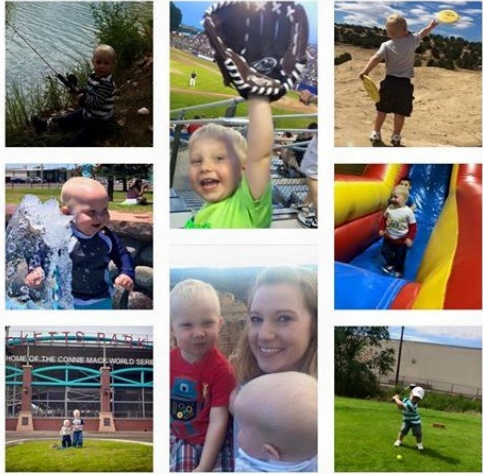
United States

The tourism industry relies on the Travel Trends Index (TTI) from the U.S. Travel Association (USTA) when reviewing and predicting leisure, business and international travel. The USTA reports domestic leisure travel was up 3% year over year in 2015 and predicts steady growth into 2016, buoyed by low gas prices and increasing wages.

Business travel was not as strong in 2015. The TTI does predict a recovery for the first half of 2016 and a marked decrease in the later half of the year. International travel to the U.S. has been on the rise but has leveled off significantly with the U.S. dollar remaining strong.



The Farmington Visitor



The Farmington Convention & Visitors Bureau tracks industry trends and statistics in order to make well-informed decisions on marketing strategies. Annual conversion studies are conducted and monthly website analytics are reviewed to measure performance of specific marketing opportunities and to learn more about our visitor demographics.

Top 5 Interests

1. National Parks
2. Outdoor Recreation
3. Culture and History
4. Shopping
5. Photography

The Visitor Stay

| | | | |
|-----|--------------|-----|---------------|
| 38% | 1-2 Nights | 69% | Hotel/B&B |
| 32% | 3-4 Nights | 25% | RV |
| 6% | 5-6 Nights | 6% | Family/Friend |
| 5% | 7-9 Nights | | |
| 14% | 10-15 Nights | | |

2015

Visitor Origin

Domestic Travelers

1. New Mexico
2. Arizona
3. California
4. Texas
5. Colorado

International Travelers

1. Canada
2. Germany
3. France
4. Australia
5. Italy

“My family has visited the Farmington area numerous times. We enjoy the beautiful landscapes and delightful people. We are looking forward to our next trip.”

- Teresa Jackson, Texas

“We really enjoyed our weekend in Farmington, thanks to you! The Bisti info and restaurant recommendations were very helpful. I am already planning our next trip.” -Brenda Baxter, Albuquerque, New Mexico

2015 Visitation

Farmington is the perfect basecamp for travelers looking to explore the history and culture of the Four Corners and take advantage of a variety of outdoor recreational opportunities. To best monitor the effectiveness of our marketing and visitor trends, the Bureau collects visitation numbers from the regional attractions we promote.

| | 2012 | 2013 | 2014 | 2015 |
|-----------------------------|---------|---------|---------------|---------|
| NEW MEXICO | | | | |
| Aztec Ruins Natl. Monument | 42,266 | 41,312 | 44,721 | 53,165 |
| Chaco Natl. Historic Park | 39,045 | 29,917 | 38,386 | 38,914 |
| Farmington Museum & VC | 135,141 | 117,805 | 118,363 | 137,457 |
| Four Corners Monument | 241,172 | 239,771 | 243,038 | 268,126 |
| Navajo Lake State Park | 458,288 | 451,763 | 451,638 | 556,080 |
| Outdoor Summer Theater | 7,673 | 9,135 | 8,181 | 7,722 |
| Pinon Hills Golf Course | 37,937 | 31,532 | 33,232 | 33,290 |
| Salmon Ruins | 4,632 | 5,443 | 4,579 | 5,804 |
| Journey Into the Past Tours | | 81 | 104 | 113 |
| COLORADO | | | | |
| Durango/Silverton NGRR | 134,209 | 132,566 | Not available | 149,755 |
| Mesa Verde Natl. Park | 488,860 | 460,237 | 501,563 | 547,325 |
| UTAH | | | | |
| Canyonlands Natl. Park | 452,952 | 462,243 | 542,431 | 634,607 |
| Hovenweep Natl. Monument | 26,710 | 24,958 | 26,808 | 35,117 |

Recreation

| |
|-------------------------------------|
| 4,821 Rentals |
| SJC Outdoor Equipment Rental Center |
| 2,747 Users |
| SJC Climbing Wall |
| 1,169 Passes |
| Lake Farmington |
| 8,500 Registered Users |
| Dunes Recreation Area |
| 67,868 Registered Users |
| Glade Run Recreation Area |

The Farmington Visitor Center



Refreshed Visitor Center

In 2015, the FCVB created an inspirational space to display visitor information. A series of photo panels were designed to feature local attractions and activities. The panels showcase how we play Farmington, and invite visitors that love playing here, to consider moving here.

- 7 Large Photo Panels
- Expanded Brochure Display
- Large Screen Information Kiosk
- Interactive Mountain Biking Photo Op
- Increased Space to Feature FCVB Members
- Enlarged Regional Attraction Map
- Jolt Your Journey Chalkboard

The Farmington Convention & Visitors Bureau manages the Visitor Center at the Farmington Museum & Visitor Center. Our staff provides customer service to visitors and the community, while assisting them with area information to help make their stay memorable.

In 2015, our Hospitality Staff: distributed free travel packs to visitors, managed park reservations, Lake Farmington overnight permits, the Farmington Museum Gift Shop, distributed Jolt Your July game cards and helped prepare Welcome Bags for conferences and meetings.

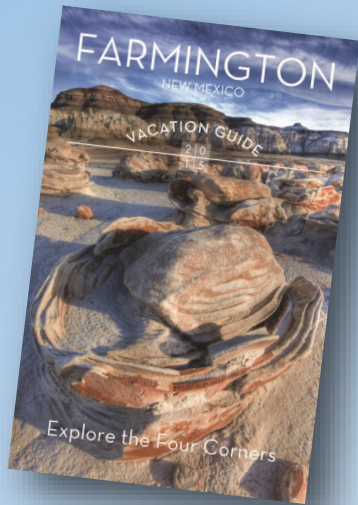
Farmington Photo Shoot

Local photographer Paul McPherson, Shutterfreek, was hired for a three day photo shoot to capture people enjoying the actives the Farmington area has to offer.

1,000+ Inspirational Images Captured

Our 2015 photo shoot was a huge success! We needed to add images to our photo bank of people enjoying our landscapes and attractions. We were looking for images that will inspire travelers to visit, and allow them to connect with all that our area has to offer. Who better to showcase Farmington than local families and a local photographer? Images were used in the Farmington Visitor Center, 2015 ad placement and the FCVB's new website.

Marketing



100,000 Farmington Vacation Guides Distributed

“Thank you for sending the very nice-and helpful-Vacation Guide. Although I thought I only needed a map, I learned a lot about Farmington and local events from the Guide that I wouldn't have known otherwise. I'm looking forward to a fun trip in early March.” - Jim Duzak

In order to share Farmington and the many attractions found in San Juan County, as well as the Four Corners region, the FCVB utilizes the website www.FarmingtonNM.org, social media and multiple promotional pieces. The Bureau worked with Hawk Media to produce the 2015 Farmington Vacation Guide. The vacation guide attracts travelers by being displayed at 70+ Visitor Centers, Convention & Visitors Bureaus, Chambers and attractions throughout the southwest. It is also available as an e-guide or PDF on the website. To assist visitors while in our community, it is also offered in 40+ local businesses, the Visitor Center and the Chamber of Commerce. Thousands of guides are distributed directly to travelers at travel and trade shows.

Promotional Pieces Produced

2015 Farmington Vacation Guide, Outdoor Summer Theater Brochure for “Beauty and the Beast”, Farmington Restaurant Guide, Monthly Hotel Event Calendar, Monthly Visitor Newsletter, Farmington Group Tour Profile Sheet, Hook the \$ Fish Flyer, Farmington Branding Alliance Rack Card, Farmington Hashtag Postcard, FCVB Services Card

TOP 5

Vacation Guide Requests

Countries:

United States
Canada
United Kingdom
Germany
Italy

States:

Texas
California
Florida
Arizona
Pennsylvania

Online Marketing

FarmingtonNM.org

22% Increase in Users

13% Increase in Page Views

44% Increase in Return Visits

132,758 Sessions

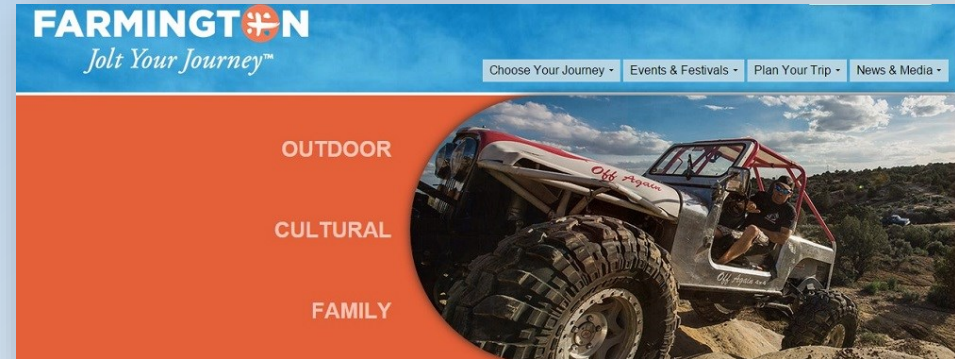
In July 2015, the Farmington CVB launched a new responsive website. Combining both the mobile and website previously used allows the Bureau to provide consistent content and imagery across all devices; an important factor in destination marketing as use of tablets and mobile devices continues to grow. The new site presents local and regional attractions under the headings of Outdoor, Cultural or Family Adventures. In total, 2015 site visitation was up 28%, with a total of 347,825 page views.

The new website features

- Enhanced membership opportunities and listings
- Signature Events feature promoting visitor friendly events
- A Travel Deals page to promote members and visitor packages

2015 Online Ads and Listings

Pandora, Ad Taxi, Dorado, TripAdvisor, Daily Times, Durango Herald, Go Travel, NewMexico.org, RockyMountainParks.com, National Geographic, Sunset Magazine, New Mexico Magazine, 5280, ABQ the Magazine, Taos Web, Dream Plan Go



2015 Web Visits

Top 5 States

New Mexico, California, Colorado
Texas, Arizona

Top 5 Countries

Canada, Germany, United Kingdom,
India, Italy

Source

51% Desktop
36% Mobile
13% Tablet

“Happy to have found you. Thank you for helping me plan our trip and tee times. Never had heard of Pinon Hills, it’s now one of our favorites.”
Sam Hagen, Colorado Springs

Social Media

SHARE YOUR JOURNEY ON INSTAGRAM



“Farmington is a wonderful little city, fishing, hiking, biking, swimming at Navajo Lake on those hot summer days, visiting the local brewery, evening walks at Berg Park, the culture & people all make Farmington great!” - B. Ashey



“Comfort Inn guests visiting Farmington to see the sights!” - R. Wells

The Farmington Convention & Visitors Bureau used Facebook, Instagram and Twitter in 2015 to showcase the recreational opportunities, cultural experiences and historical treasures waiting to be discovered in the Farmington area. These social media platforms have proven to be ideal for inspiring travelers and sharing information with locals.

The official Farmington hashtags were launched early in 2015, encouraging locals and visitors to share images of their Farmington journey with **#JoltYourJourney**, **#LiveFarmington**, **#WorkFarmington**, **#StayFarmington** and **#PlayFarmington**.

Throughout 2015, 6,579 positive images of Farmington, and area attractions, were shared across social media platforms using the hashtags!

Top Posts of 2015

- Hook the \$ Fish
- Bisti De-Na-Zin Hiking
- Shiprock Peak Sunset
- Farmington Top 5
- Top Trails in NM: Chokecherry
- Salmon Snagging Season
- Fall Pinon Hills Golf Getaway
- Quality Waters Big Catch
- Luminarias & Riverglo
- 2015 Riverfest
- Annual Rod Run

Advertising



2015 Media Packages

- 42 Print Ads Produced**
- 19 Radio Campaigns**
- 5 TV Commercials Produced**
- 8 Billboards**
- 46 Online Campaigns**
- 25 Web Listings**

In 2015, the Farmington CVB promoted Farmington across radio, television, online and print mediums. The FCVB targeted specific markets within the states of Arizona, California, Colorado, Nevada, New Mexico, Texas and Utah. As a result, the Bureau reports an increase in 2015 Lodger's Tax Collections, website visitation, vacation guide requests in targeted regions and social media engagement.

New Ad Campaign

The FCVB ran a Holiday Shop, Play & Stay campaign October through December 2015. Multiple members reported an increase in business and events appeared to have an increase in attendance. One member hotel reported specifically that for the fourth quarter of 2015 their corporate stays were down 42% but overall their business was only down 5.6%. It appears an increase in leisure travel helped make up the difference. The Holiday campaign, as well as other 2015 campaigns, were successful in the targeted markets and the Bureau plans to continue marketing to families and outdoor lovers within these states in 2016.

2015 Target Audience

Targeted States

Arizona, California, Colorado, Nevada, New Mexico, Texas, Utah

Target Demo

Millennial Families
Baby Boomers

Interests Targeted

Art & Culture, Fishing, Geology, Golfing, Hiking, History Buffs, National Parks Enthusiasts, Off-Roaders, Photography, Shopping, Travel

Media



14 Media Releases

9 Media Pieces Published

20 Media Inquiries Assisted

10 Radio Interviews

4 TV News Stories

The Farmington CVB's public relations team works directly with media, pitching story ideas and responding to inquiries to garner positive editorial coverage. In working with Griffin & Associates, the Bureau initiated a new media policy, striving to release at least 12 media releases a year with a national reach.

Farmington in the News 2015

Outdoor Icons
Albuquerque Journal

Best Off Road Trails in New Mexico
PartsCatalog.com

Top 10 Real Munis in America
Links Magazine

Alien Landscape of New Mexico's Bisti Badlands
Slate.com

Most Underrated Tourist Attractions in all 50 States
Thrillist.com

Natural Marvels You Have To See To Believe
Travel Made Easy

Outdoor Fun to Entertain Holiday Visitors
Farmington Daily Times

Holiday Fun in Farmington
NewsCastic

2016 Destination Resolutions
NewsCastic

Events



The Farmington CVB supports the attraction, retention and marketing of special events. Whether a motivator for travel or enhancement to visitors' experiences, visitor driven events are a critical component to Farmington's product mix.

In 2015, the FCVB helped promote and support the following events:

Aztec Warrior Wrestling Championships/Rocky Mountain Nationals, Bi-Fly Fishing Tournament, Connie Mack World Series, Downtown Seasonal Art Walks, Farmington Civic Center Concerts, Freedom Days Celebration, Four Corners Storytelling Festival, Healing Field, Hook the \$ Fish, Ice Skating, Lost Egypt Exhibit, Miracle on Main Street, Navajo Lake Salmon Snagging Season, Outdoor Summer Theater "Beauty and the Beast", Reindeer Romp, Riverfest, Road Apple Rally, San Juan College Silhouette Series, TGIF Concert Series, Totah Festival, Turkey Trot & Gobble Wobble

Most Popular Events on FarmingtonNM.org

Ice Skating

Connie Mack

Freedom Days

Riverfest

San Juan County Fair

Riverglo

Rod Run

SJC Luminarias

Miracle on Main Street

Hook the \$ Fish

We partnered with NM Game & Fish and City of Farmington to sponsor the Hook a \$ Fish Challenge. Five tagged fish were released at Lake Farmington, each worth \$100 when the tag was returned to the FCVB.



The campaign drew interest locally, regionally and as far as Santa Fe, Gallup and Albuquerque. At the end of the contest, no tags were turned in so the Bureau hosted a photo contest. Five winners were selected at random for the prizes.

Travel & Trade



Group tours to the Farmington area were up in 2015. The FCVB attends Group Tour shows annually as they provide opportunities to visit face to face with domestic and international tour operators, allowing for one-on-one appointments to promote Farmington area attractions, events and hotels. The FCVB garnered 35 leads from ABA Marketplace and 30 leads from Go West Summit which were shared with Farmington hotels and attractions. In addition, the Farmington CVB entered into the wholesale tour operator market in 2015, resulting in one hotel property showing increased room nights.

“Our groups favor the Four Corners tours.” - Adventure Caravans of Texas



Travel & Trade Shows

- American Bus Association Marketplace
St. Louis, Missouri
- Go West Summit,
Colorado Springs, Colorado
- NM RV, Boat & Travel Show
Albuquerque, New Mexico



The 2015 NM RV, Boat and Travel Show in Albuquerque, New Mexico offered promotional opportunities specifically for leisure travelers. Over 500 Farmington Vacation Guides were distributed in this 2 1/2 day event.

The FCVB would like to thank our members, Best Western Plus, The Four Corners Inn and Navajo Lake Marina for providing an exciting Stay & Play package for our raffle drawing. The raffle was a hit at enticing attendees to the booth. Navajo Lake State Park is always a big draw at this show and the Bureau was pleased to work with and promote these two establishments at our booth.

“I have had business come my way as a direct result of Kelly’s (the FCVB’s) group leads, most of it on needed dates.”

Donele Fowler, General Manager Best Western Farmington

Meetings, Conventions & Sports

6,302+ Room Nights

45 Conferences & Events Assisted

10,545 Welcome Bags

2,332 Name Badges

The Farmington Convention & Visitors Bureau provides guidance and assistance to event, meeting and sport tournament planners in an effort to attract large groups to Farmington. In 2015 the FCVB assisted a variety of meeting, event and tournament organizers resulting in more than 6,302 room nights. 10,545 welcome bags with area information were provided and 2,332 custom name badges were produced.

The Bureau's free services include meeting planning and site selection, compilation of hotel rates and availability, registration services, custom name badges, welcome bags and assistance on submitting a bid for an event or convention. From high school and family reunions to national and state conferences and tournaments, the FCVB is equipped to assist planners in organizing and strategizing these large events.

A Few of the Conventions & Sporting Events Assisted

| | |
|-------------------------------------|---------------------------------|
| Kiwanis District Conference | 2015 Short Course Swim Meet |
| UNM Judicial Education Conference | Competitive Trail Rides |
| Primera Iglesia Bautista Convention | Rocky Mountain Wrestling Champ. |
| NM Recreation & Parks Conference | New Mexico Special Olympics |
| Area 46 State Convention | Northern New Mexico Rod Run |
| Region 13 Deacons Conference | NMAA 6A State Golf Championship |
| USDA – NASS Annual Conference | |

Thank You!

“Thank you for all your help, I couldn't do it without you.” - Ed Gutierrez Rocky Mountain Nationals Wrestling Championship

“The convention was very organized. We will work with the FCVB again in the future.” - Kiwanis Convention,

The FCVB went the “Extra Mile” to help make our reunion special! - FHS Class of 1960

RV MARKET



500 Airstreamers

The Farmington CVB was pleased to assist the Wally Byam Caravan Club (WBCCI) for their 58th International Rally in June. The theme, Explore the Possibilities, included conferences, socials, evening entertainment and a talent show during their 8 day event. McGee Park hosted the 500 Airstream RV'ers that attended from across the U.S., Canada and Australia.

Farmington Residents Shine!

Farmington residents were an amazing asset during the WBCCI Rally. The Farmington CVB recruited residents to serve as *Farmington Ambassadors* for the WBCCI Host to Host Program. Twelve WBCCI Exchange Couples met with Farmington Ambassadors (community members) who shared stories, favorite restaurants, shops and attractions with the Airstreamer's during their visit in June. Farmington folks were able to experience a taste of the Airstream lifestyle and participate in a variety of WBCCI activities. "Long term friendships have resulted and many of us still keep in touch," said Kathy & Larry Warren, 2015 Host to Host Presidents.

"The FCVB was very, very helpful. Best we have had the pleasure of working with."

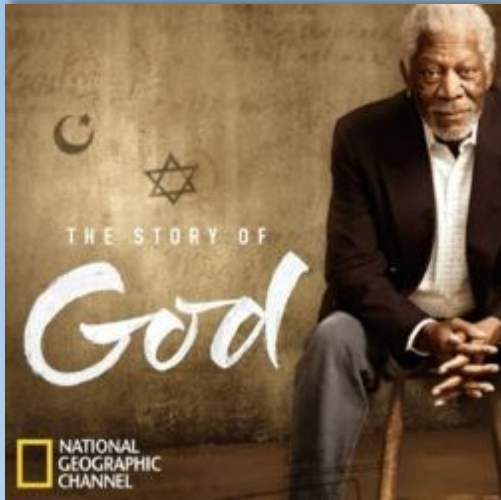
Joe Perryman, Wally Byam Caravan Club

FMCA Rocky Mountain Ramble

The Family Motor Coach Association's 31st Rocky Mountain Ramble RV Rally took place in September with over 200 RV's enjoying McGee Park, as well as a variety of Farmington shops, restaurants, and attractions during their 6 day event. Participants enjoyed daily seminars, a golf tournament, pet parade, classic car show, games and live entertainment. This was Farmington's eighth time to host FMCA.

"The FCVB was very helpful." - Jack Mayberry, Rocky Mountain Ramble

San Juan County Film Office



FCVB Director Tonya Stinson, serves as the liaison to the New Mexico Film Office for Farmington and San Juan County. In 2015, she was appointed by Governor Martinez to the Governors Council on Media and Film Industries.

The FCVB organized and hosted a Production Assistant (PA) Workshop to help grow a skilled local workforce, in June 2015. Over 20 people attended this workshop which was taught by Alton Walpole of Mountainair Films. This is the

company that assisted Further Films with *Beyond the Reach*.

The San Juan County Film Office, a division of the FCVB, assisted 9 film inquiries in 2015. To best assist productions, the SJC Film Office maintains the San Juan County Film Workforce Directory and manages a film location photo database.

Thanks!

Your assistance was invaluable and was a primary reason that the production headquartered in Farmington. The community supported the production in many ways thanks to your involvement. I know that many film productions work in Santa Fe or Albuquerque, but Farmington has considerable resources to offer including the Convention & Visitors Bureau and your assistance as a Film Liaison.

Alton Walpole, President, Mountainair Films

SJC Film Office Project History

Stargate Universe - 2010

The Host - 2012

Disney's *The Lone Ranger* - 2012

Discovery Channel's Chaco Culture N.H.P- 2012

A Million Ways To Die In The West - 2013

Shamrock Foods Promotional Video - 2013

I-Walker Taiwan Travel TV Program - 2013

Animal Planet's *Finding Bigfoot* - 2013

Indigo Films - 2014

Far Too Far - 2014

Beyond The Reach - 2014

2015 Film Highlights

9 Film/Media projects assisted

Release of *Beyond The Reach* by Further Films

Release of *Far Too Far* by Time & Tide Productions

Assisted pre-production - National Geographic's **The Story of God*

Assisted pre-production - **In The Middle of the River*

** These productions are scheduled for release in 2016*

Our Work Within Farmington

IT'S YOUR COMMUNITY, EXPLORE IT!



You live and work in the Four Corners, why not play here too?

From the Bisti Badlands and Chaco Canyon to off-roading at Chokecherry Canyon, and fishing and kayaking in Lake Farmington.

Jolt Your Journey and fall in love with Farmington all over again. Get started by taking the Jolt Your July challenge!

FARMINGTON 
Jolt Your Journey™

FarmingtonNM.org

“The Farmington Convention and Visitors’ Bureau is one of our most valuable partners thanks to the positive and collaborative relationship we have from shared values and vision for our community.” - Annie Willmon, Coordinator for Outdoor Recreation, San Juan College

The mission and objectives of the FCVB lead us to work predominantly with visitors; so the bulk of our work is rarely seen locally. Through the Farmington Branding Alliance and several local initiatives, we have had the honor of working more within our community. The FCVB worked closely with Farmington area partners to grow community pride and to shore up our product to enhance how we live, work, play and stay Farmington.



In 2015, the FCVB shared our work and efforts with the community by giving 16 presentations on the Farmington brand or related projects and hosting 12 Farmington Branding Alliance Action Team meetings and 1 Joltin’ Jive @ 5 social.

- Jolt Your July Challenge
- Farmington Entry Monuments
- Served on the 2015 Freedom Days Committee
- Worked with NM Hospitality Association to develop the A2D Customer Service Training for launch in 2016
- Developed 10 Reasons to Retire in Farmington, New Mexico
- Offered Social Media Marketing Workshops
- Organized Farmington representation at the *Today Show's* Rokerthon 2 stop at the Four Corners Monument
- Worked with City of Farmington PRCA, the San Juan College Small Business Development Center and the Enterprise Center to create a Recreation and Tourism Workshop for 2016



Farmington Branding Alliance

6,579 Farmington Stories Shared Online Using the Farmington Hashtags



#JoltYourJourney #LiveFarmington #WorkFarmington

#PlayFarmington #StayFarmington

As a group, participants in the Farmington Branding Alliance (FBA) identify projects to support the four pillars of Live, Work, Stay and Play. Great momentum was gained throughout 2015; it was a year of developing a better understanding of the brand within the community. This was achieved through monthly Action Team meetings, one-on-one meetings and the Joltin' Jive @ 5 socials. Participation continues to grow. While the FCVB serves as the organizing agent for the Farmington Branding Alliance, members are residents, businesses and organizations throughout Farmington.

There was great demand from community groups to hear what the FBA was all about. FCVB hosted public meetings and met with civic groups and businesses. The story of the Farmington Brand was shared on radio programs. Devin Neeley with KOBF focused on the customer service recognition cards the FBA created, grabbing positive statewide attention Farmington.

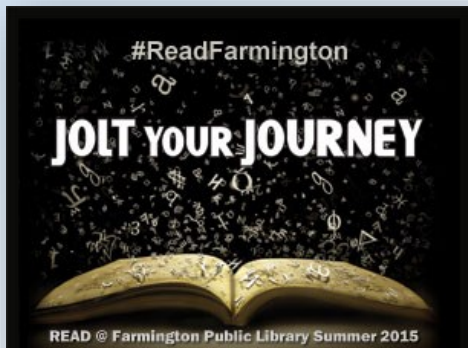


#ReadFarmington #ShopFarmington #EatFarmington #ArtFarmington

Farmington Branding Alliance

2015 FBA Projects

- Jolt Your July Challenge
- Jolt Your Journey decals
- Connie Mack World Series Social Media Home Run
- Joltin' Jive @ 5 social
- Glade Run Recreation Area trail repair and marking meetings
- Public Lands Day Glade Run clean up, trail repair and trail marking
- Customer Service Recognition Cards
- Tourism & Recreation Business Workshop



2015 Brand Integration

- Lake Farmington Jolt Your Journey season pass sticker
- Local radio stations donated air time to share brand messaging
- Farmington Downtown Association ads on the Red Apple Transit
- 2015 Farmington Chamber Relocation Guide
- City of Farmington website which officially launched in 2016
- Farmington Convention & Visitors Bureau website and 2016 Guide
- Farmington Public Library's Jolt Your Journey Summer Reading Program
- The Mayor's Teen Advisory Council Summit t-shirts

Partners Produce New Business

The Farmington Convention & Visitors Bureau wants to thank the following members for working with us in 2015 to provide visitor events, packages and promotions.



Dunlap Performance & MotorSports, LLC

PLUS
Four Corners Inn



The Farmington CVB

Board of Directors

Executive Committee

President - Dave Turnbull, San Juan Regional Medical Center

Immediate Past President - Dan McMullen, Clancy's Pub

Treasurer - Donele Fowler, Best Western Plus Four Corners Inn

Board Members

Brittney Arnold, Wines of the San Juan

Larry Baker, Salmon Ruins

Darryl Dunlap, Dunlap Performance and Motorsports

Dave Eppich, San Juan College

Andy Mason, City of Farmington Representative

Alyssa Mitchell, Four Corners Community Bank

Cory Styron, City of Farmington PRCA

Joe Tanner, Fifth Generation Trading Company

Ron Wells, Comfort Inn

Staff

Administration and Operational Staff

Executive Director

Tonya Stinson

Online Marketing Coordinator/Assistant Director

Ingrid Gilbert

Group Sales Coordinator

Kelly May

Administrative & Membership Coordinator

Esperanza Quintana-Pino

Hospitality Visitor Center Staff

Hospitality Staff Supervisor

Amy Homer

Hospitality Staff

Sondra Bradford

Connie Snell

Membership

The Farmington Convention & Visitors Bureau offers membership to local businesses involved, or interested, in the Farmington tourism and hospitality industry. The Bureau and its membership work together to equip visitors with information to best experience all that the Farmington area has to offer.

Why Join the FCVB?

The Farmington Convention and Visitors Bureau is the first stop for most visitors planning a trip to the area for the first time or considering a return trip. By becoming a member of the FCVB you ensure that when visitors call, email or stop by, your company referred to them. Our members are also recommended to the group tour, meetings and conventions that we assist.

A few additional advantages of being a Convention & Visitors Bureau member are advertising opportunities, featured website listing on FarmingtonNM.org, social media promotions, one-on-one Facebook marketing assistance, promotional opportunities via monthly partner and membership newsletter as well as the monthly visitor newsletter, and brochure display in the Visitor Center. If you are interested in promoting your business to area visitors, a membership with the FCVB is a great place to start!

2015 FCVB Membership

AAM's Mild to Wild Rafting & Jeep Tours

Aztec Chamber of Commerce

Blue Moon Diner

Albuquerque CVB

Aztec Museum & Pioneer Village

Bob French Navajo Rugs

Alvin Klein Advertising/Bates-Wells

Basin Broadcasting - KNDN & KWYK

The Bridge at Farmington

Americas Best Value Inn

Best Western Plus the Four Corners Inn

Bowlero Lanes

Animas Valley Mall

Better Business Bureau

Budget Inn

ARCOM Outfitting & Guide

Big Rock Trading Post Inc.

Casa Blanca Inn & Suites

Artifacts Gallery

Bloomfield Chamber of Commerce

CellularOne

2015 Membership

Century 21 SoWesCo Realty

Certified Folder Display Service

Chisolm Trail RV

Citizens Bank

Clancy's Pub, an Irish Cantina

Cloer Hay Farm

Coldwell Banker Cornerstone Realty

Come to the Feast

Comfort Inn

Comfort Suites

Courtyard by Marriott

Cumbres & Toltec Scenic Railroad

The Daily Times

Dickey's Barbecue Pit

Dunlap Performance and Motorsports

Durango & Silverton NGRR

Durango Chamber of Commerce

Durango Magazine

The Dusty Attic

Enterprise Rent a Car

Farmington Chamber of Commerce

Farmington Civic Center

Farmington Museum Foundation

Fifth Generation Trading Co.

Four Corners Community Bank

Fuddruckers - Café Venture Co.

Garrison Graphics, Inc.

Grants Cibola Chamber of Commerce

Hampton Inn & Suites

Hertz Rent a Car

Hogback Trading Co.

Holiday Inn Express and Suites

Home2 Suites by Hilton

Homestead RV Park

iHeart Media Farmington

J.A. Jewelers & Co.

Kenneth W. Shields, CPA, P.C.

KOBF-TV

Kokopelli's Cave, LLC

Los Hermanitos Restaurant

M. Moose

Majestic Enchantment Fly Fishing

Majestic Media

Mikasa Japanese Cuisine

Mom & Pops RV Park

Mountain Waters Rafting & Adventure

Nancy's Rubbers

2015 Membership

Navajo Lake Marina

Navajo Pride

Navajo Trading Company

No Worries Sports Bar & Grill

Northern Edge Navajo Casino

Northwest New Mexico Arts Council

Papa Johns Pizza

Poppin Tags

Rabbit Brush Ridge P.U.D.

RE/MAX of Farmington

Red Lion Hotel Farmington

Region Inn

The Reprographics Center, Inc.

Riverside Restaurant

Salmon Ruins Museum

San Juan College

San Juan Country Club

San Juan County

San Juan Reproduction

Shiprock Trading Post

Silver Ridge Development, Inc.

Silver River Adobe Inn Bed and Breakfast

Sky Ute Lodge & Casino

The Spare Rib BBQ Co.

The Historic Strater Hotel

St. Clair Winery & Bistro

Studio 116

Soaring Eagle Lodge, LLC

Sundowner Mobile & RV Park

SunRay Park & Casino, LLC

Sutherland Farms

TEA Theater Ensemble Arts, Inc

Three Rivers Eatery & Brewhouse

TownePlace Suites by Marriott

The Historic Toadlena Trading Post

Travel Inn

TRAVELHOST Magazine of Four Corners

Trimble Spa & Natural Hot Springs

TRAC and In Cahoots! Gallery

Ute Mountain Casino, Hotel & Resort

Westerly RV Park

Wines of the San Juan

Zebra's Sports Grill