



Communicating with Lodger's Tax & City Commission

PRESENTATION BY: BRENDA FERRI, EXECUTIVE DIRECTOR

Lodgers Tax Advisory Board

- Every year the Raton Lodgers Tax Advisory Board gives a recommendation to the Raton City Commission as to whether or not they should help fund some of our big events.
- A formal request is submitted by the RMS Board President
- At our events we always do some sort of survey so that we can report back to the LTAB and the Raton City Commission



Sample Survey



Gate City Music Festival Survey

How did you hear about the Gate City Music Festival Concert?

Where are you from?

Did you stay in a Raton Hotel/Motel?

How many nights?

How many people in your party?

How much money would you say you spent in Raton this weekend?

Will you come back next year?

Any other comments or suggestions:

Survey Results

2017 GATE CITY MUSIC FESTIVAL		SURVEY RESULTS	
	TRAVELERS	LOCALS	
1. How did you hear about GCMF:			
Social Media	75	93	
Radio	8	8	
Newspaper	24	62	
Word of Mouth	23	21	
Posters	1	13	
Website		1	
Pepsi Trucks	2	4	
Magazine			
Other	6	1	Natural Gas newsletter
2. Are you from out of town?			
Cimarron (6)	Clayton(3)	Des Moines(3)	Capulin
Gladstone	Springer (7)	Wagon Mound	Last Vegas
Alamogordo (3)	Albuquerque (4)	Santa Fe (2)	Tijeras (2)
Taos County	Clovis	Quetta (4)	Trinidad (9)
Colorado	Rye, CO	Trinidad, CO	Strasburg, CO
Comanche City, CO	Commerce City, CO	Denver (3)	
Colo Spgs, CO	Lakewood, CO	Golden, CO	Colleyer, KS(2)
Norman, OK	Fl. Worth, TX	Amarillo, TX(2)	
Bell, CA	Montana	Tucson, AZ	Milwaukee, WI(2)
3. Did you stay in a Raton Hotel/Motel?			
	# People	# Nights	
	23	1, 2, 3, 4, 7, 14	
4. How much do you think you spent in Raton this weekend?			
	Locals	Travelers	
	\$ 8,210.00	\$11,210.00	
5. Will you come back next year?			
	Yes	No	Maybe
Locals	81	1	5
Travelers	53		16
6. Comments:			
Locals	Great! (2) Very good!(2 Great work by MainStreet)		
	Great Event!(2) Wonderful Event!		
	Nice to have this kind of event in Raton over Labor Day.		
	Great Job! (3) Brenda did great!		
	Love it! (3) Love this country music!		
	Thank you for al the work in organizing this.		
	Keep up the good work & energy. We need events like this.		
	It was an honor to meet and greet and visit with Suzy Bogguss		
	The City Manager is awesome! Everyone from GCMF-dl wonderful!		
	Keep up the good work (3) It's good for Raton!		
	Have a music event at Sugarite State Park		
	Nice dance and festival.		
	Get different vendors and lets make this amazing		
	Enjoyed the food & music. Shuler performance was spectacular!		

2017 GATE CITY MUSIC FESTIVAL SURVEY RESULTS (cont'd)

Additional Comments (cont'd):

Travelers So glad to have this so close to home.

Keep up the hard work!

Thank you!

Do it again!

Well organized - Fabulous Music (2)

This was amazing!!

Great!

Thanks! It was fun!

Everyone we've met has been so friendly and made an awesome impression.

I can see why Raton supports this grand ole theater.

Chris Stapleton 2018!!

Great venue for concert (Shuler Theater)

Nice theater

Great time

I had a great weekend!

You're doing a great job! Kudos to your group!

Love Raton (2)

The girls/ladies on MainStreet should get paid or get a paid vacation.

Nice music venue. Need a promoter??

Friendly place, love the 1st St

Some parts of town pretty run down. Like it here. People are welcoming.

Great Show

Keep up the great work.

Better advertising in surrounding areas.

Coordinated marketing with cities in surrounding areas to cross-promote events.

Reduce competing events.

More vendors on Street Fair (2)

Reporting Back to LTAB & City Commission



Questions?



Thank you!

RATON MAINSTREET

WWW.RATONMAINSTREET.ORG 575.445.2052