



Recommendations

PREPARED FOR THE TOWN OF BERNALILLO
BY THE UNM BUREAU OF BUSINESS AND ECONOMIC RESEARCH



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OPPORTUNITIES INCLUDE
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Marketing Plan Recommendations


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& ECONOMIC RESEARCH

The next few slides coincide with Chapter 6.2 Marketing Plan, beginning on page 56 of the report.

How To Create Cohesive Branding

Style Guidelines distributed internally and/or externally

Various examples:

- ❖ [University of New Mexico](#)
- ❖ [City of Portland, Maine](#)
- ❖ [Town of Kentland, Indiana](#)
- ❖ [City of San Rafael, California](#)



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- Logo Usage

- Color Palette

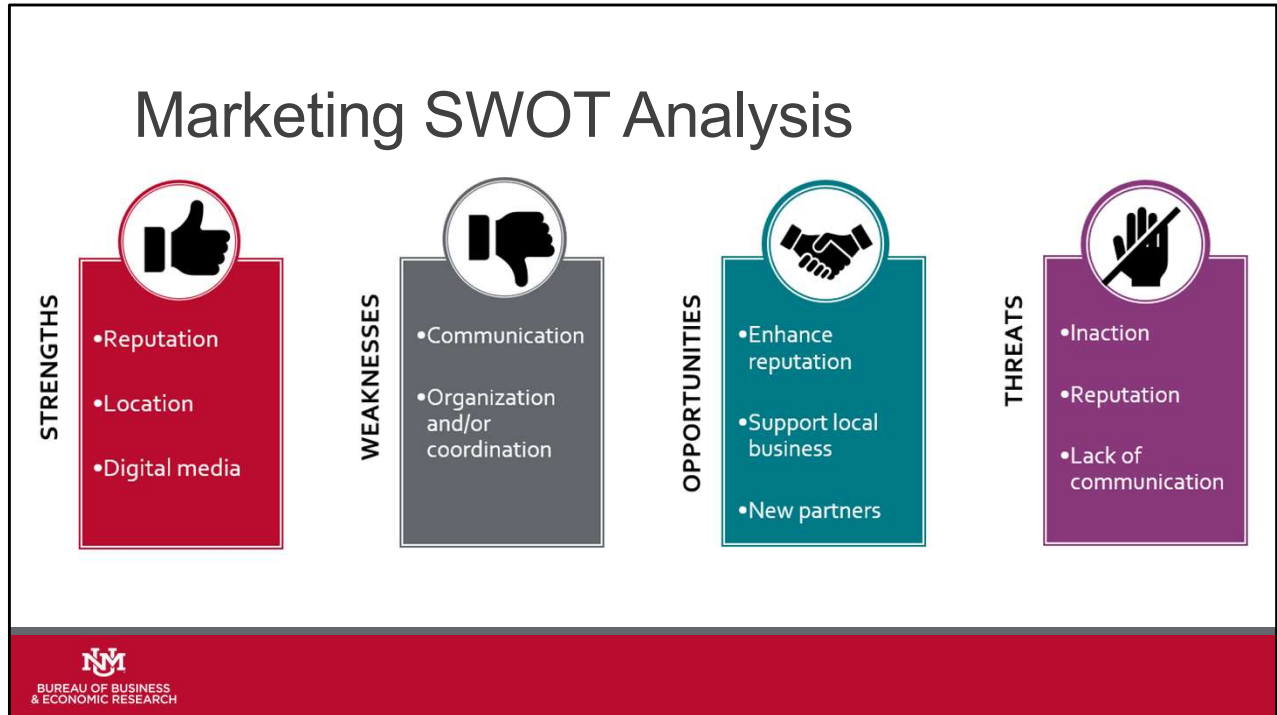


- Fonts & Usage

- Do's & Don'ts

This slide accompanies Chapter 6.2.4.1. Style Guidelines.

Regarding the examples on the left, the University of New Mexico makes public only a portion of its style guide. The entire document is only available by permission granted from the University's Communications & Marketing Department. Whether or not these towns used as an example have more information unavailable to the public is unknown at this time.

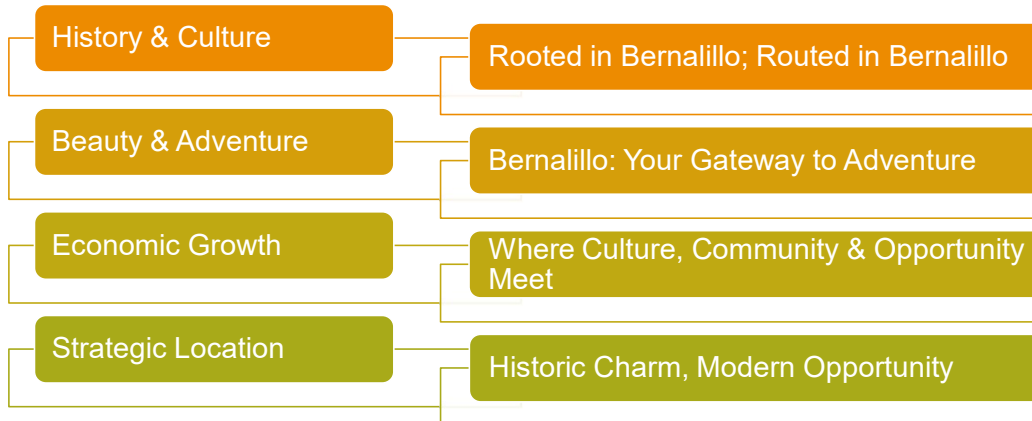


This graphic is located on page 41 of the report and discussed at length in Chapter 5.3. Marketing SWOT Analysis. It is summarized and used to build the marketing plan in Chapter 6.2. on page 56-60.



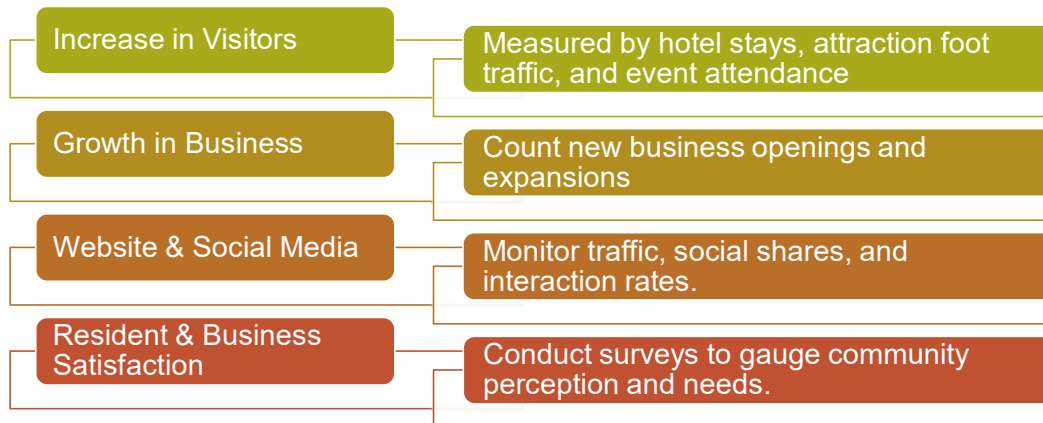
Coincides with Chapters 6.2.2 Marketing Objectives and 6.2.3. Target Audiences on page 57.

Messages & Taglines



This slide accompanies Chapters 6.2.4.2 Tagline Suggestions and 6.2.4.3. Key Messages on page 59.

Metrics for Success



This relates to Chapter 6.2.6 on page 60. Measuring metrics is crucial for success because it provides quantifiable data, allowing for informed decision-making, progress tracking, and identifying areas for improvement, ultimately leading to better outcomes and strategic alignment.



Options for Strengthening Tourism



The next few slides coincide with various Figures located in the report.

Tourism Hub or Gateway?



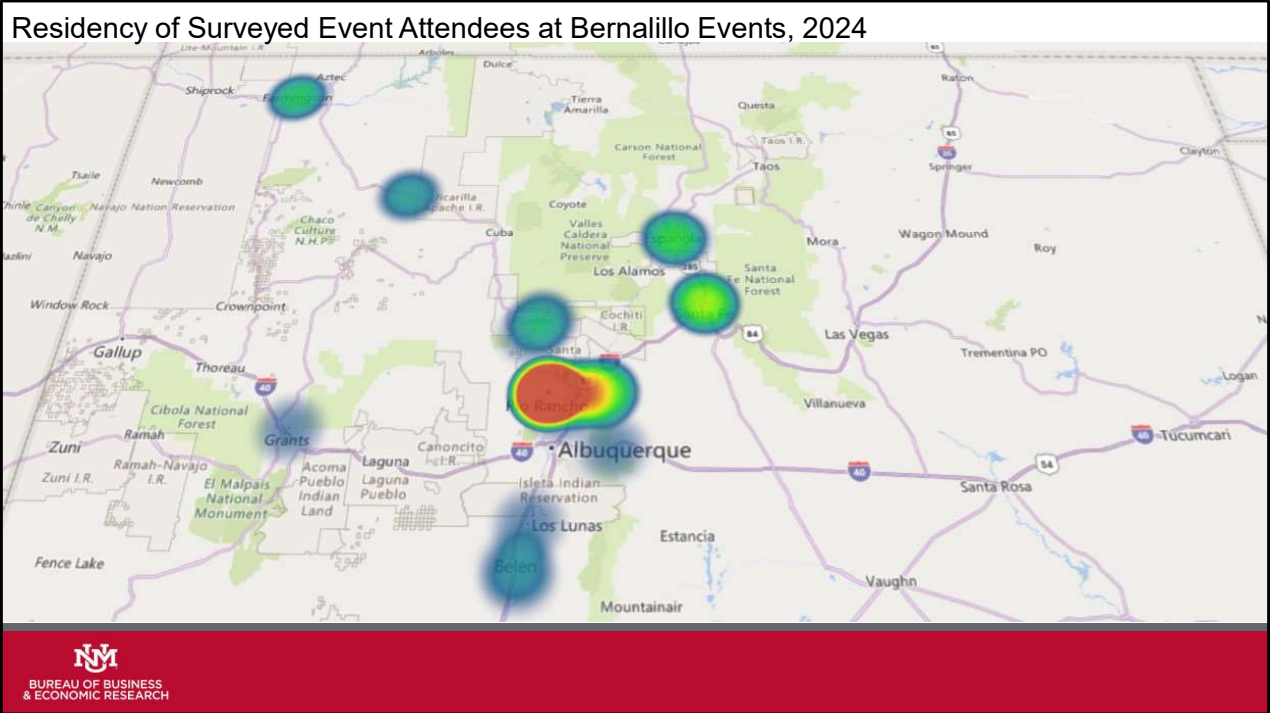
This is Figure 46 on page 56 of the report. It summarizes Chapter 6.1.2.1. beginning on page 55.

What Could A Dedicated Tourism Position Look Like?

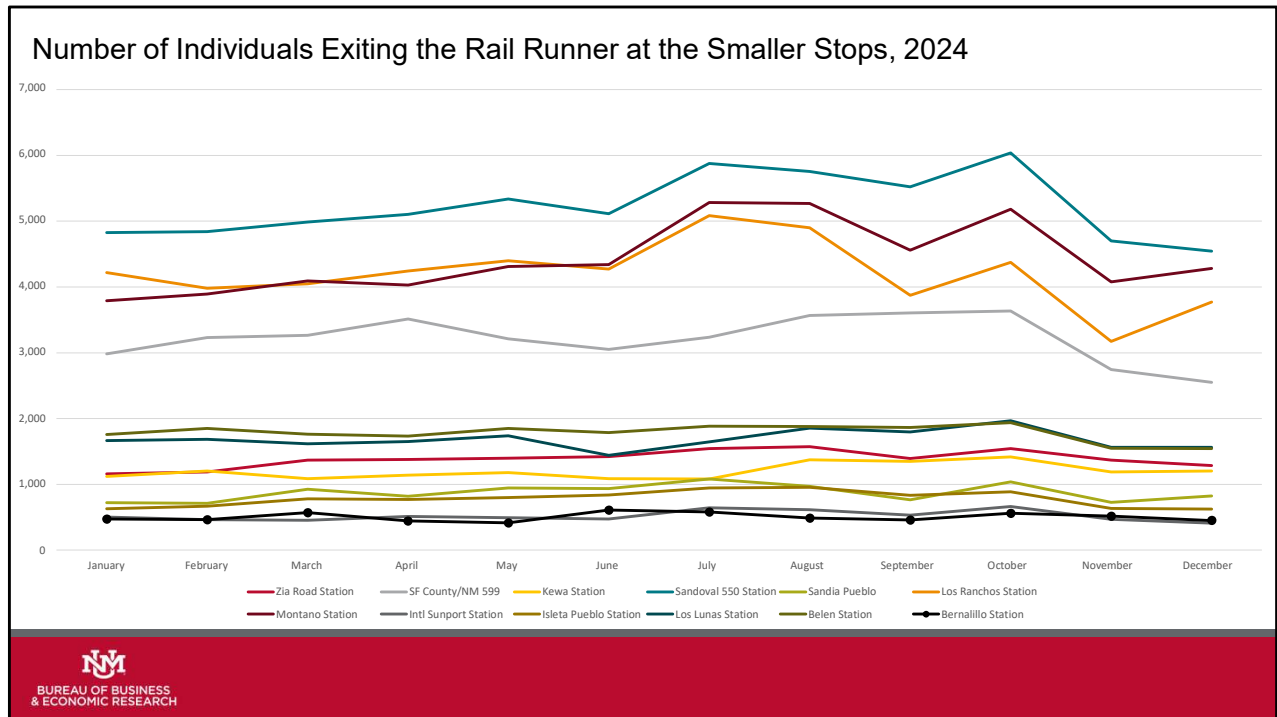
Position Title	Estimated Salary	Benefits	Total Compensation
Market Research Analysis/Market Specialist	\$56,880	\$17,064	\$73,944
Travel and Tour Guides	\$33,660	\$10,098	\$43,758
Web and Digital Interface Designers	\$59,390	\$17,817	\$77,207

This is Table 2 located at the bottom of page 54. It accompanies Chapter 6.1.2. beginning on page 54.

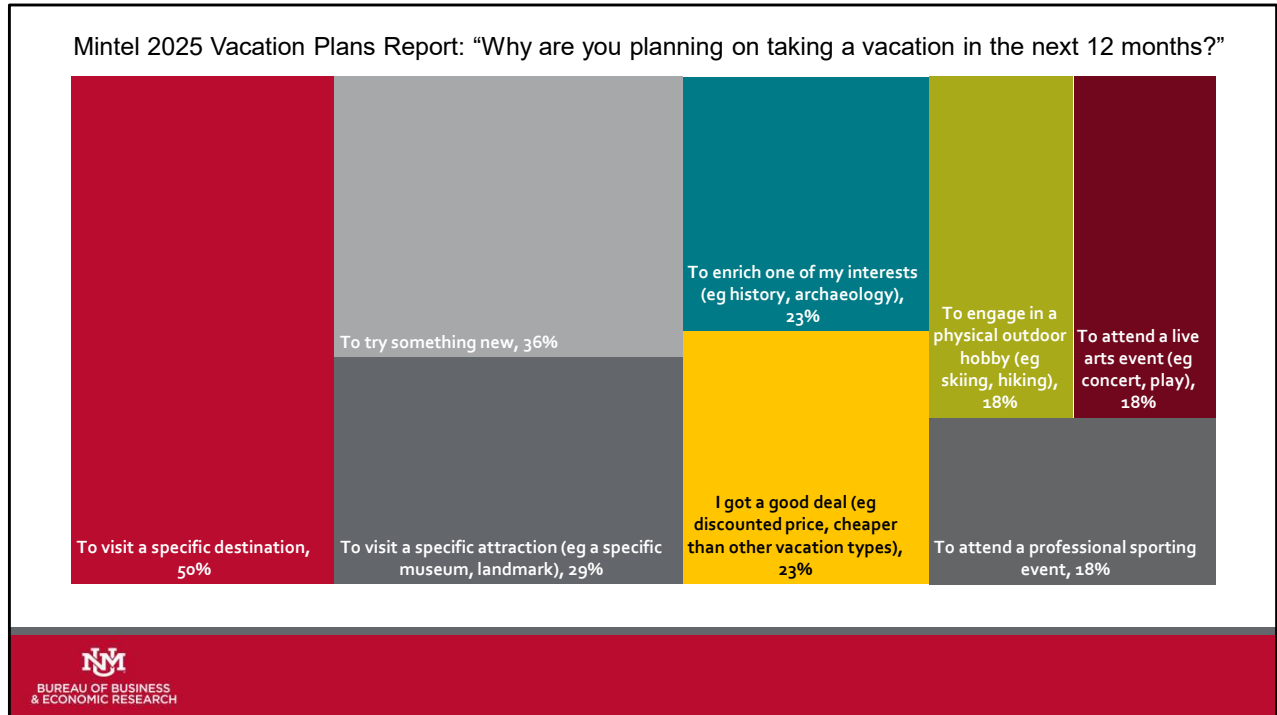
This is the route Rio Rancho has taken after leaving SCTA, and in our interview with them, they felt it was a worthwhile investment.



This is Figure 33 at the top of page 40 and explained in the following paragraph.



This is Figure 13 on page 15 and coincides with Table 1. located on page 14. Discussion of the importance of foot traffic from the Rail Runner begins on page 12 and concludes on page 16.



This Figure is located on page 24 and is explained by Chapter 4.1.2 beginning on page 24.

Questions and Contact Info

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Marketing & Communications Specialist,
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Michael (Mo) O'Donnell, BBER's Director,
mo8684@unm.edu



Please reach out any time! We've enjoyed working with you!



Preliminary Survey and Interview Results

PREPARED FOR THE TOWN OF BERNALILLO
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Survey Highlights: Quantitative Responses

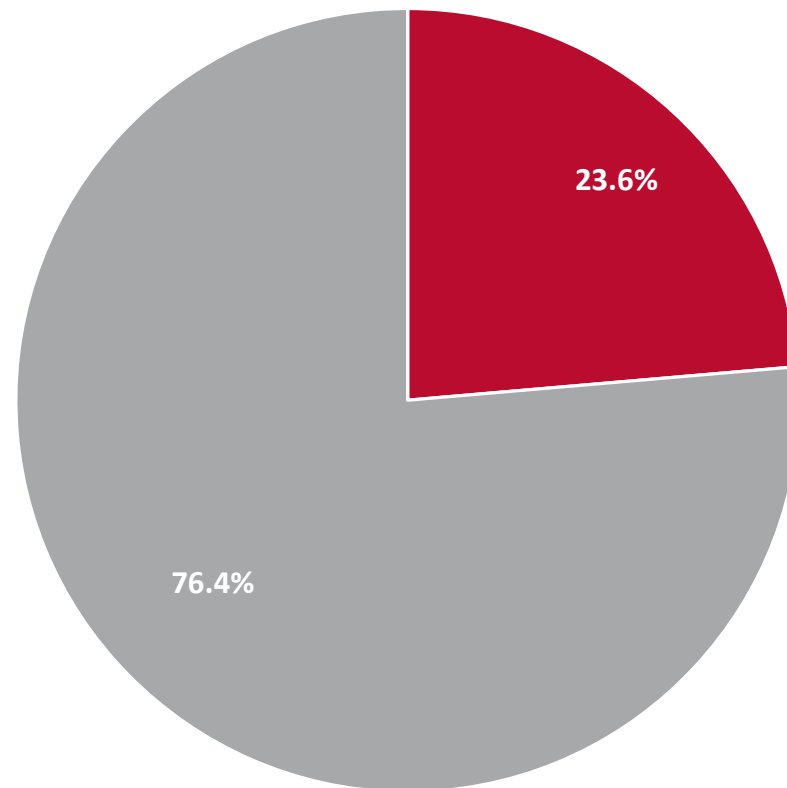


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Surveys Administered by Event

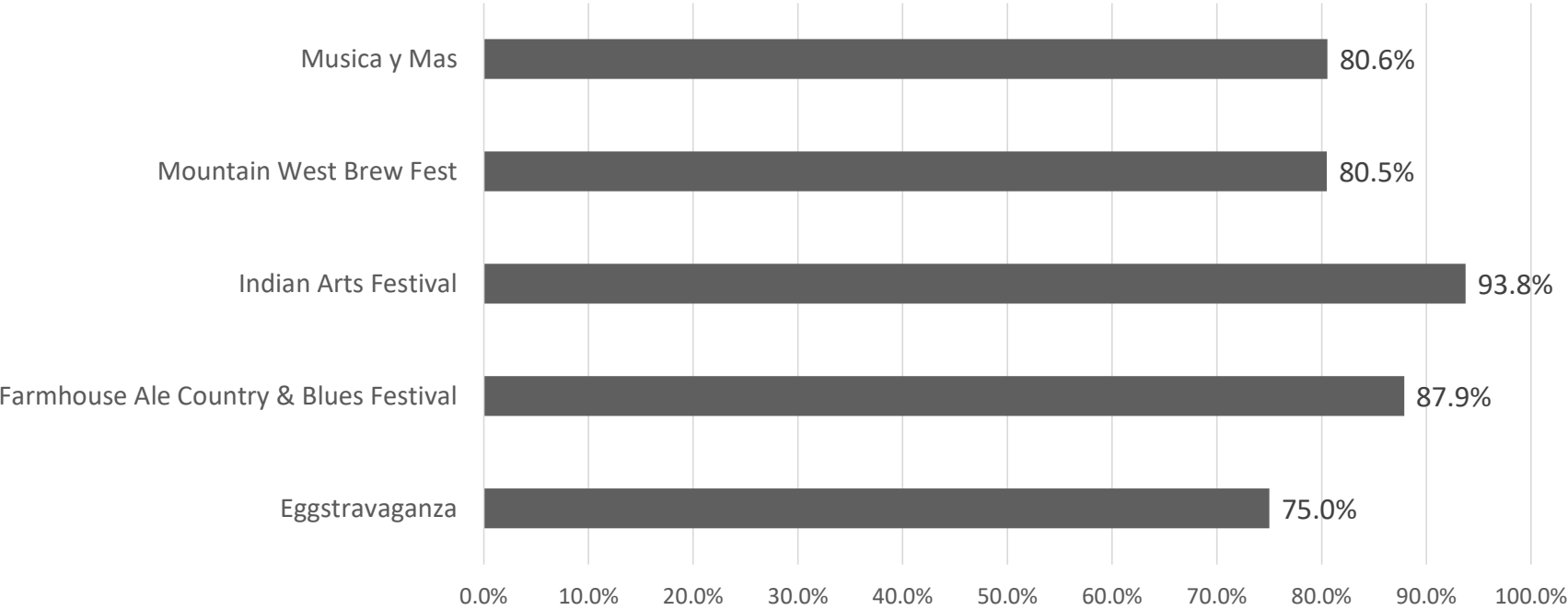


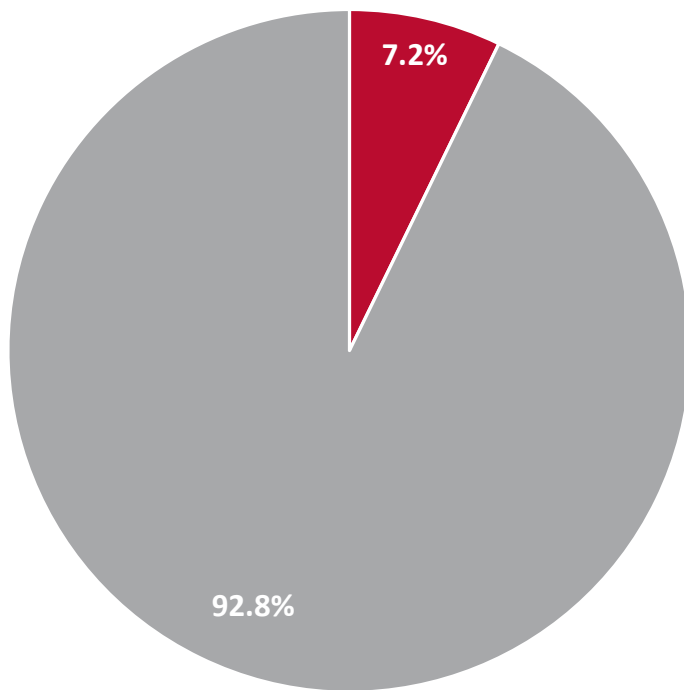
Participants from Bernalillo



■ Bernalillo Resident ■ Visitor

Events with the Largest Share of Tourists





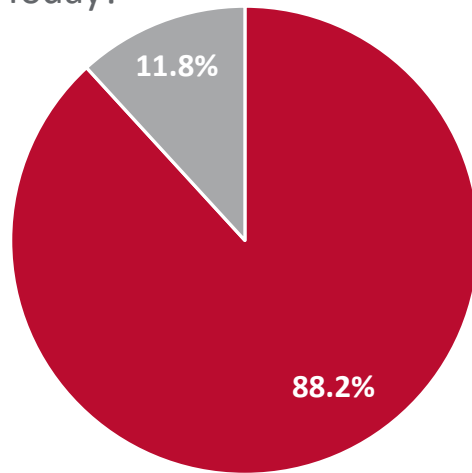
■ First-Time Visitor ■ Repeat Visitor

Repeat Visitors versus First-Time Visitors



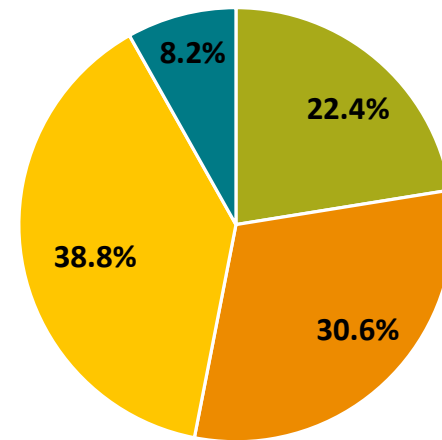
Why Participants are in Bernalillo

Is this event the primary reason you are in Bernalillo Today?



■ Yes ■ No

What else brings you to Bernalillo today?



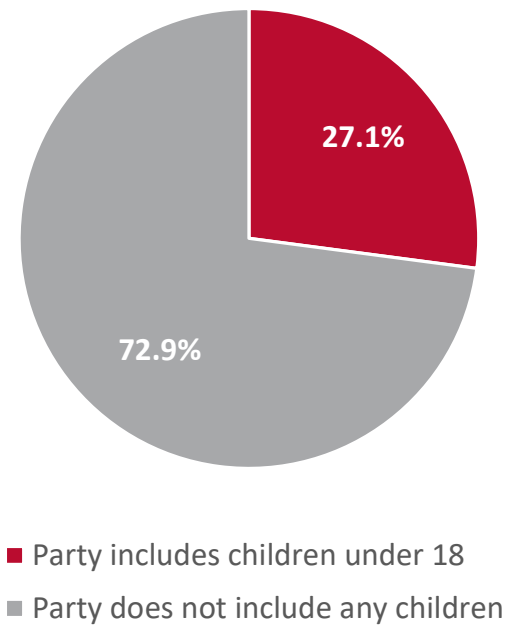
■ Business/convention/meeting ■ Vacation/recreation/pleasure
■ Visiting friends/relatives ■ Just passing through



Group Composition

What option best describes the group with whom you attended this event?

Self	9.8%
Couple	24.2%
Immediate or Extended Family	21.2%
Friends	9.8%
Family and Friends	31.8%
Business Associates	9.1%
Organized Group/Club	1.5%

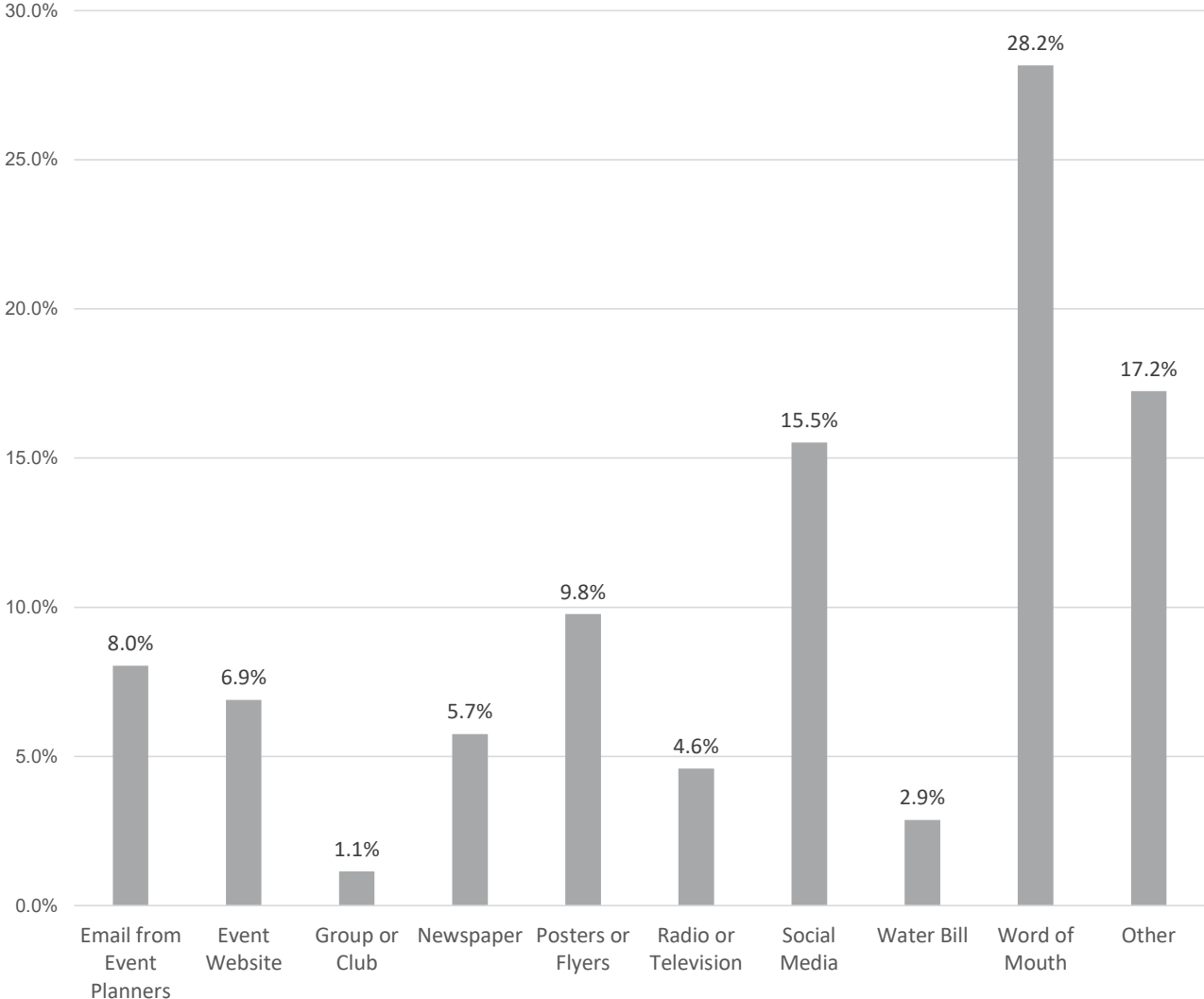


Event Popularity Among Groups

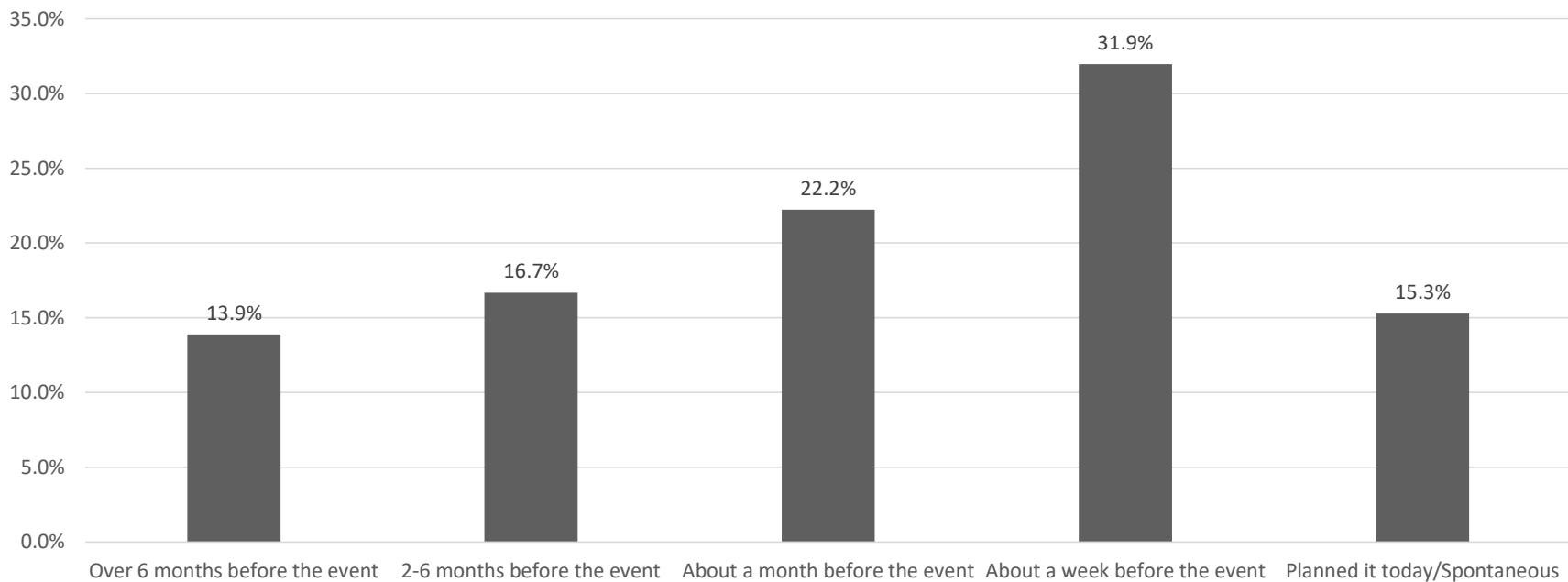
Event	Business associates	Couple	Immediate or Extended Family	Family and Friends	Friends	Organized Group/Club	Self
Christmas Tree Lighting	5.9%	23.5%	0.0%	35.3%	0.0%	0.0%	0.0%
Eggstravaganza	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%
Farmhouse Ale Country & Blues Festival	6.1%	12.1%	24.2%	24.2%	15.2%	0.0%	6.1%
Indian Arts Festival	0.0%	31.3%	18.8%	12.5%	3.1%	0.0%	15.6%
Mountain West Brew Fest	12.2%	17.1%	14.6%	26.8%	9.8%	0.0%	4.9%
Música y Más	11.1%	13.9%	11.1%	33.3%	8.3%	5.6%	11.1%



How Participants Learned of the Event



How Far in Advance Participants Planned Attendance



Event	Over 6 months before the event	2-6 months before the event	About a month before the event	About a week before the event	Planned it today/ Spontaneous
Christmas Tree Lighting	0.0%	23.5%	35.3%	11.8%	0.0%
Eggstravaganza	0.0%	25.0%	25.0%	0.0%	0.0%
Farmhouse Ale Country & Blues Festival	0.0%	12.1%	12.1%	30.3%	12.1%
Indian Arts Festival	18.8%	15.6%	9.4%	21.9%	15.6%
Mountain West Brew Fest	12.2%	14.6%	17.1%	36.6%	9.8%
Música y Más	25.0%	2.8%	8.3%	30.6%	22.2%



Would you
attend this
event again?

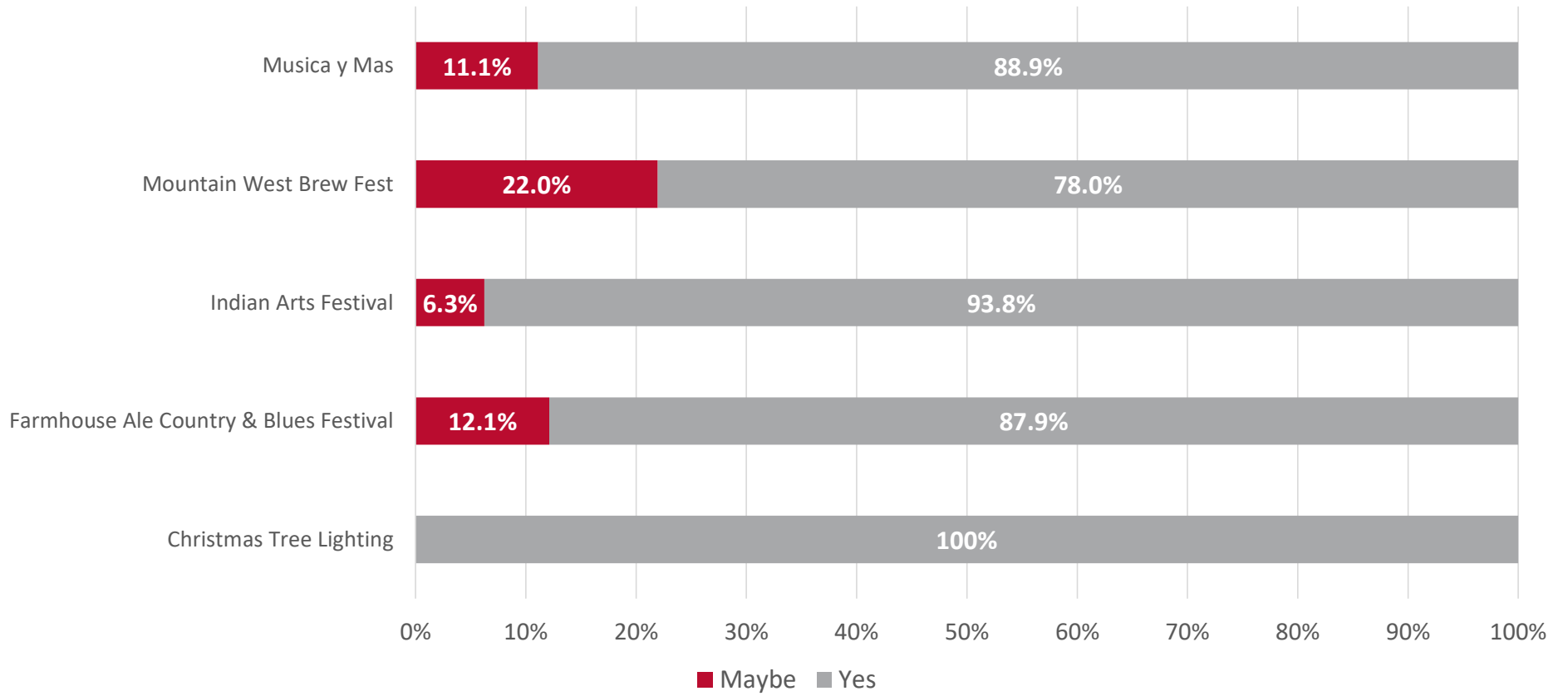
Yes	85.6%
-----	-------

Maybe	14.4%
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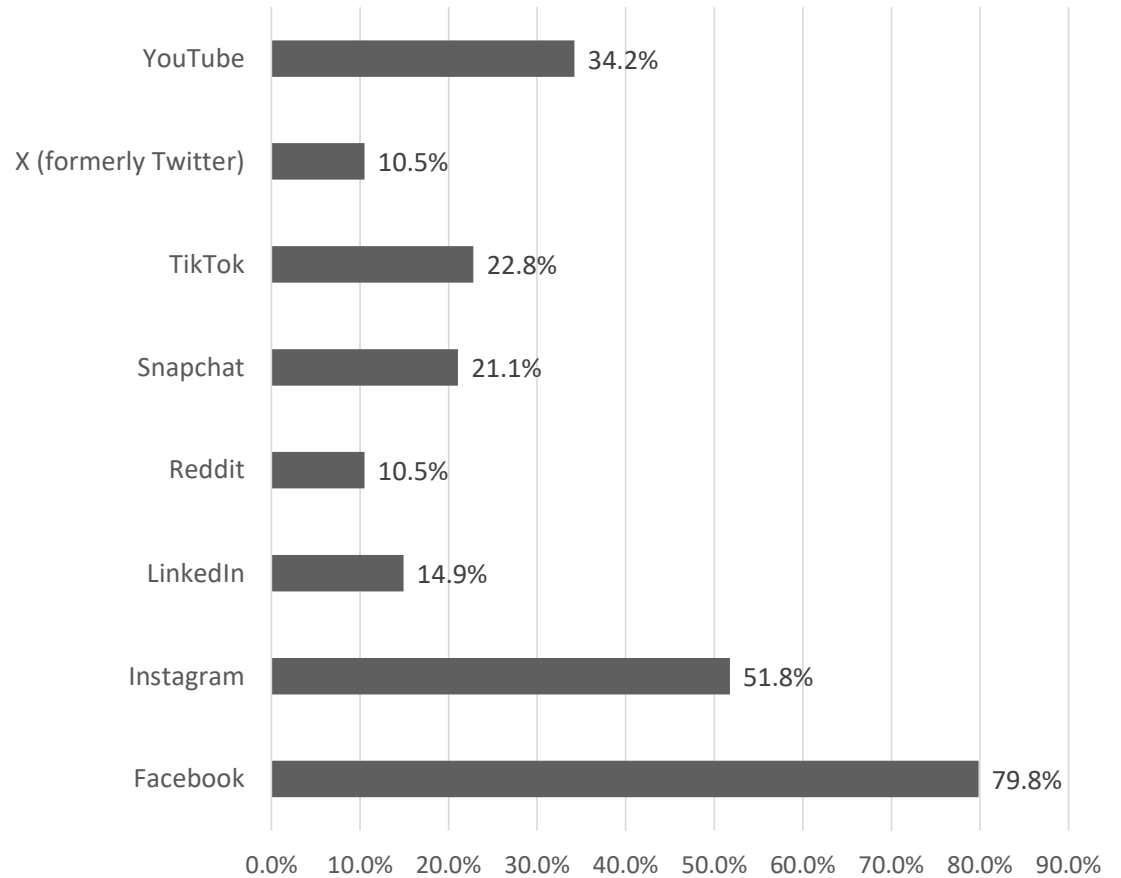
No	0.0%
----	------



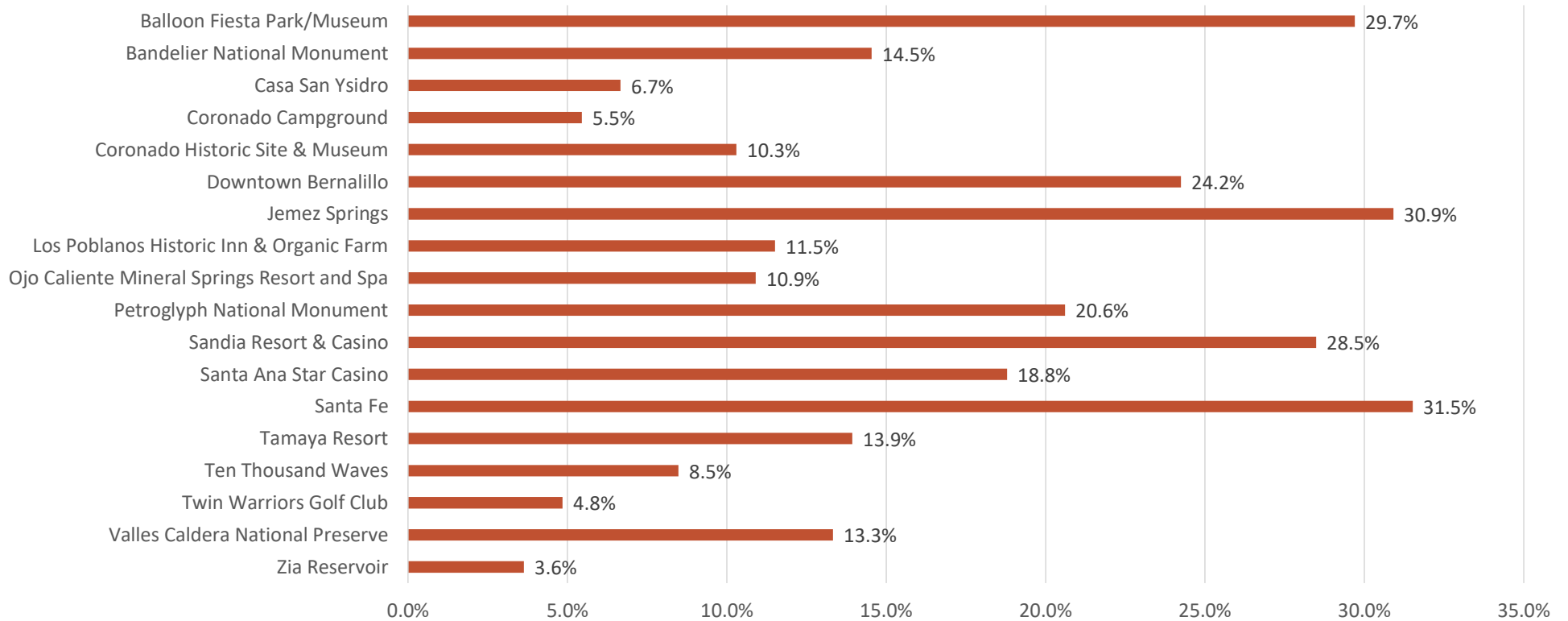
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Which Social Media Platforms Participants Use



Other Locations of Interest





Interview Highlights: Room for Improvement



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Businesses & Planners: Coordinating Events

BUSINESS OWNERS



Wish there was a better way to be informed about regional events



Often aren't staffed correctly when events come up



Would be willing to subscribe to and contribute to a monthly Town calendar that was emailed mid-month for the next month's events



Would love to be invited, when possible, to be a vendor at local events

EVENT PLANNERS



Having to coordinate all of the moving pieces for an event puts the burden on them to bring in local businesses



Advertising for non-Town events is up to the Planner, but more coordination or distribution would be appreciated



Usable signage within the Town and on 550 would be helpful for guiding patrons to events



Businesses & Planners: Cross Promotion

BUSINESS OWNERS



Would be willing to promote events if they were able to get a mention or advertisement of some sort at the event



Did not realize how much sports business is being missed due to lack of coordination with local venues

EVENT PLANNERS



If the Town had promotional banners or signs available, many planners would be willing to have them on-site at events



Would love to see the Town calendar updated with their events and links to the event main webpage as early as possible



Businesses: On Infrastructure



Some concerns



Lack of sidewalks/accessibility to businesses



Incomplete sewage/wastewater systems



Poorly maintained roadways, including trash removal



Unclear rules about signage and a feeling of no one to reach out to for clarification



Planners: On Town Contracts

SOME CONCERNS

Having to separately book rest areas, security, and a location put the burden on the planner

This is especially a problem when the Town insists on the planners using specific vendors; why not have a menu-style contract?

Loretto Park is not easily accessible for disabled and older visitors, especially when facilities and parking are far from the event itself

Need a clearer explanation of why fees have increased in recent years



In the Report

Draft to the Town of Bernalillo on
March 1st, 2025



Full survey results including the qualitative analysis



Direct quotes from interviews to support the statements we've made here, provided they do not breach confidentiality



Interview results illustrating what the Town is doing well to support events and local businesses



Recommendations of how the data from the survey and interviews could be applied

Questions and Contact Info

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RaeAnn McKernan,
Marketing & Communications Specialist,
mckrae@unm.edu

Michael (Mo) O'Donnell, BBER's Director,
mo8684@unm.edu





**BUREAU OF BUSINESS
& ECONOMIC RESEARCH**

MARKETING ASSESSMENT AND BRAINSTORM

PREPARED FOR THE TOWN OF BERNALILLO
BY THE UNM BUREAU OF BUSINESS AND ECONOMIC RESEARCH
SEPTEMBER 11, 2024

Agenda

1. Introduction to the Study
2. Tourism in Bernalillo Activity
3. Preliminary Survey Results
4. Marketing Assessment
5. Tourism Brainstorm
6. Review and Discuss Next Steps



Introduction to the Study



Tourism in Bernalillo Activity

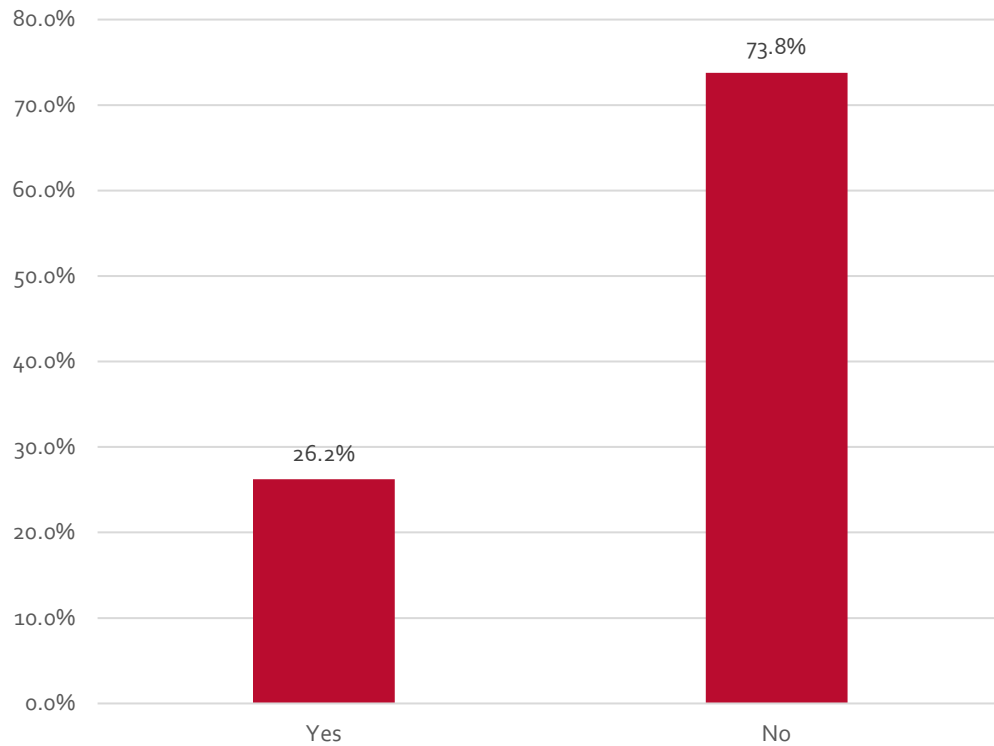


Preliminary Survey Results

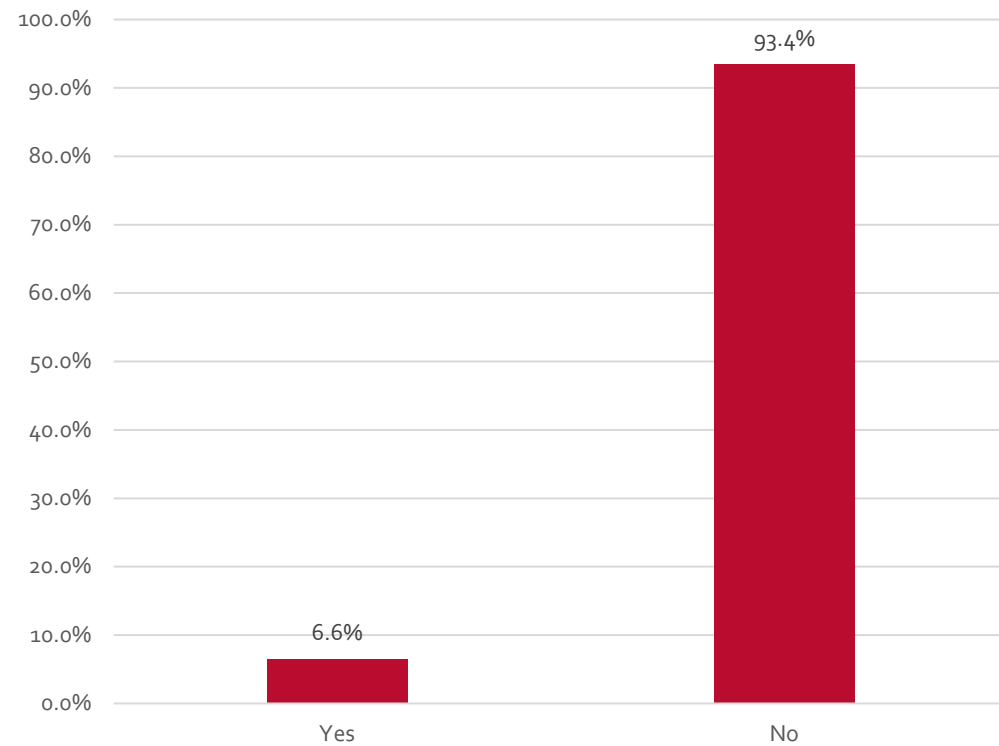


Preliminary Survey Results

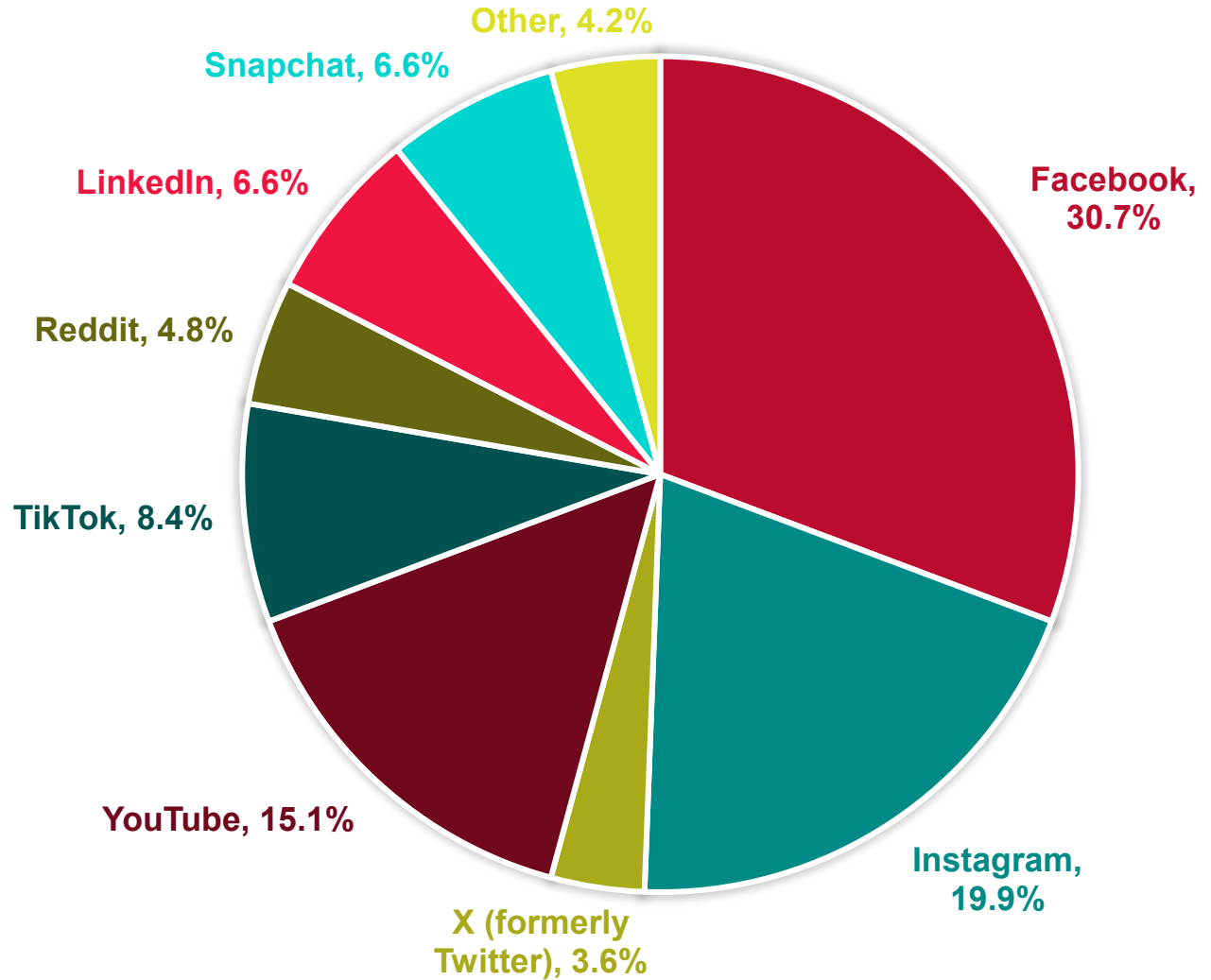
Do you reside in Bernalillo?



Is this your first time visiting Bernalillo?



WHAT SOCIAL MEDIA DO YOU USE?



Preliminary Survey Results

Marketing Assessment

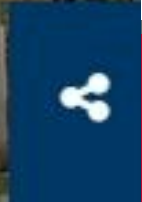
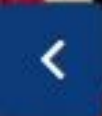




Town of
Bernalillo
"THE CITY OF CORONADO"

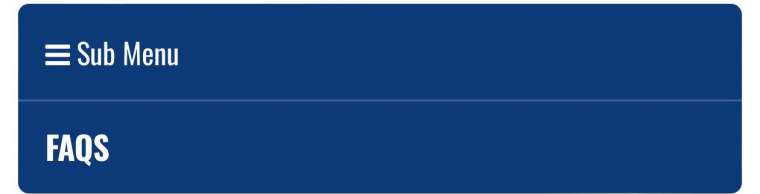
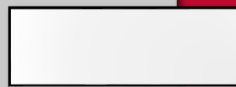
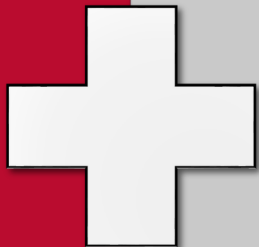


WELCOME TO
BERNALILLO



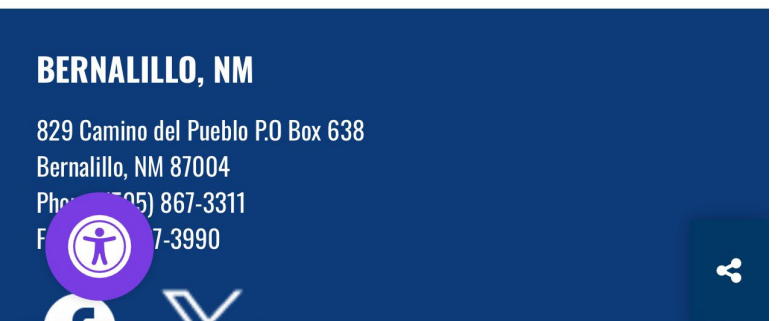
STRENGTHS & WEAKNESSES

- Visually stimulating on various platforms
- Clickable buttons
- Calendar of Events on the main page
- Inaccurate or flawed text
- Information overload
- Technical difficulties



Home ▶ Visitors ▶ FAQs

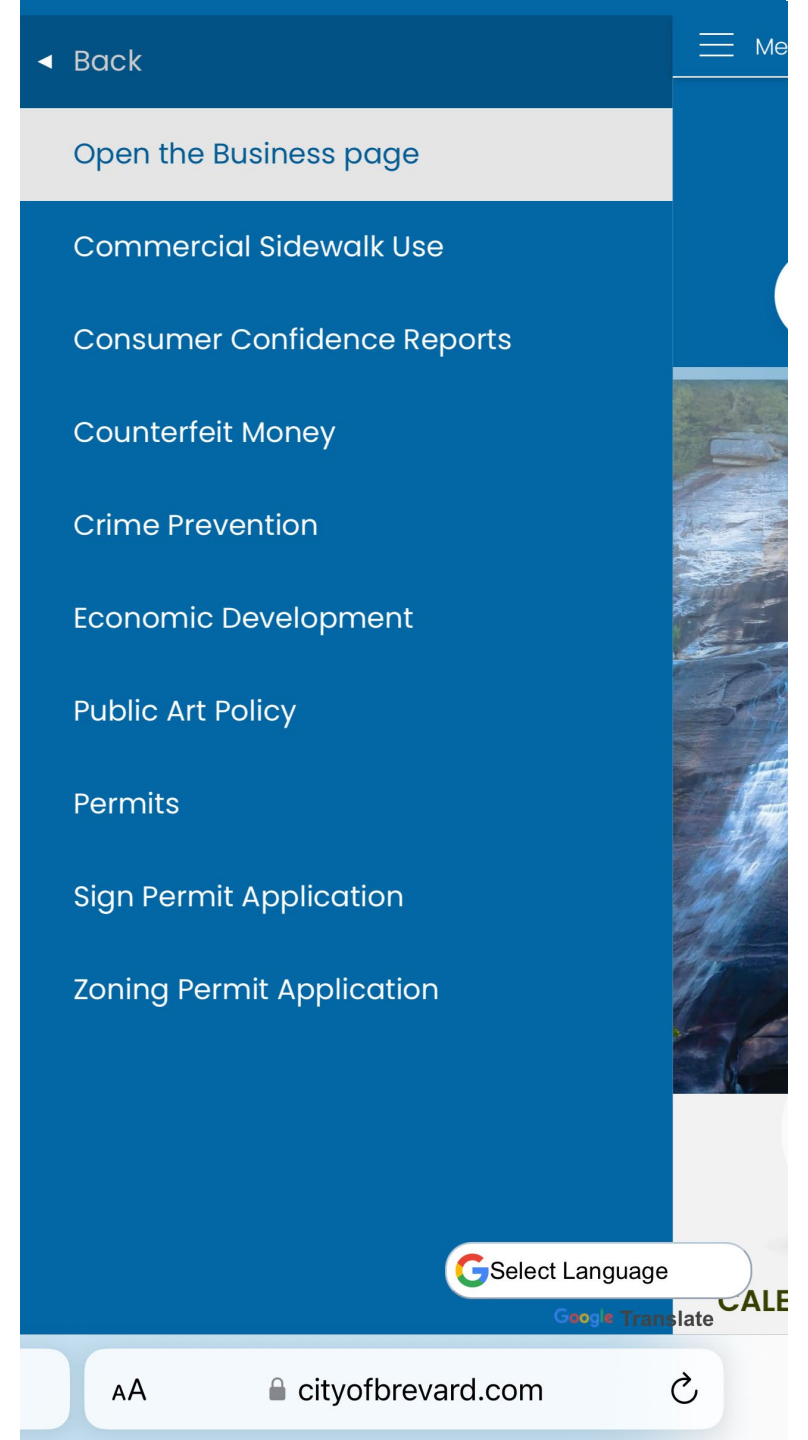
FAQS



OPPORTUNITIES & THREATS

- Generate new customers
- Optimize viewers' experience

- Failure to adapt and make changes can lead to decreased customer satisfaction







Town of Bernalillo

4.2K likes • 4.9K followers



 Call Now

 Like

 Search

Posts

About

Mentions

Reviews

Reels

Photos

More ▾





Town of Bernalillo

197 posts



Following

Town of Bernalillo

@BernalilloNM

Joined April 2015

19 Following 172 Followers



Followed by New Mexico MVD, Biz Calendar, and 5 others you follow

Posts

Replies

Media



Town of Bernalillo @BernalilloNM · May 6, 2021

The Town of Bernalillo and Sandoval County have partnered with ALBERTSON'S MARKET PHARMACY to bring you a FREE COVID



Search

You might like



ABQDMD

@abqdm

Follow



City of Scotts

@scottsdaleazgo

Follow



City of McAlle

@CityofMcAllen

Follow

Show more

What's happening



Ravens at Chiefs

NFL · Starts at 8:20 P

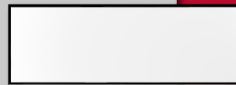
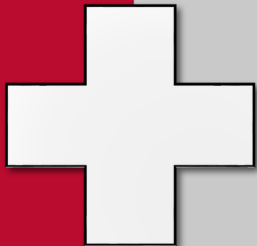
#DraftKings 🏆

Bet \$5 Get \$250 in Bonus Bets INSTANTLY!

Promoted by DraftKings Sportsbook

STRENGTHS & WEAKNESSES

- Visually stimulating on various platforms
- Likes & Followers
- Quality content
- Audience
- Reviews
- Engagement
- Instagram & YouTube



OPPORTUNITIES & THREATS

- Reach new audiences by creating accounts on other platforms
- Showcase Bernalillo with more content

- Lack of communication
- Bad reputation
- No cross-promotion



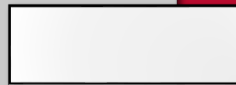
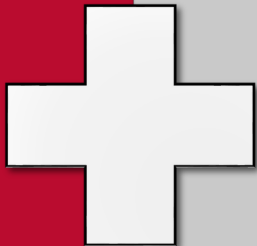
INSTAGRAM
REELS

A Glimpse at On-site Event Marketing



STRENGTHS & WEAKNESSES

- Signage
 - Tickets
 - Parking
 - Advertised
 - Website
- Signage
 - Accessibility
 - Vendor and Customer Information



TAKE A RIDE ON US!

Get an Uber!

Login/Signup or scan the QR code with your phone!



LOCATION / DATE / TIME

Loretto Park

Bernalillo, NM

Saturday, August 24, 2024

11 am – 7 pm

Last call 6:30 pm

CONTACT

Christina Jones

Director of Economic and Community
Development

(505) 771-7133

cjones@tobnm.gov

RULES / REGULATIONS

[SEE RULES](#)



OPPORTUNITIES & THREATS

- New advertising locations
- Stronger local business support

- Lack of signage that points to local business
- Lack of early planning
- Competitor advertising



Tourism Brainstorm



Review and Next Steps



Questions and Contact Info

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