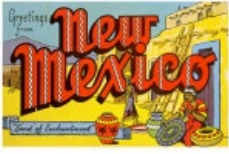


SILVER CITY ADVERTISEMENT



Silver City Arts and Cultural District has recently collaborated with Southwest New Mexico Green Chamber, as a means of creating a new advertisement campaign that will market Silver City to a wide audience. The advertisement campaign has been paid for by the Lodger's Tax funds that the Arts and Cultural District received during the month of August, along with money from the New Mexico Tourism Department, who put forth \$40,000 for the advertisement campaign. The campaign will be centered on their slogan, "Find Your Self in Silver City." Julie Minicucci, the director of Tourism and the Arts and Cultural District, has said, "We want to expand our reach." She also says, "We want to not only reach tried-and-true travelers, but introduce Silver City to new markets. We're really trying to align ourselves with the state's new vision." The objective for the state is to help increase the amount of tourism by helping to advertise the area in a way that shows the area is perfect for those who enjoy venturing around. The advertisement is designed to get travelers to choose New Mexico as their travel destination. Part of the strategy is to help advertise the city in different ways than it has been advertised before. For example, it will now be advertised within the Lesbian, Gay, Bisexual, Transgender travel community amongst others. The Arts and Cultural District has also been working on its website and getting more attention on social media platforms, such as Twitter and Facebook. Minicucci says, "We asked ourselves, 'What do we have to offer? Who do we want to attract?'" She also says, "We looked at different psychographics and tried to find out who fits that venturesome profile." On Tuesday night, both Minicucci and the executive director for Green Chamber, Cissy McAndrew, introduced their presentations on some of the ambitions they have for the area. McAndrew has ambitions to change some aspects of the Murray Ryan Visitor Center, which would include adding a new computer kiosk, wifi availability for all visitors, and an entirely different look. In the meantime, Minicucci talked about ambitions of changing many behind the scene things, including the advertisement campaign and the increase in social media. In fact, the new advertisements will all include the slogan and will feature different types of events that take place in and around the area, which includes Tour of the Gila and a number of other attractions that take place, especially in Silver City's downtown area. Before the advertisements were displayed, the council was able to view them. To ensure that the campaign would be successful, Minicucci has hired an office manager and a marketing assistant, along with a webmaster, all of who will help with each aspect of reaching the public and getting them to travel to the area.

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