



Town of Taos
PRESS RELEASE
400 Camino de la Placita, Taos, NM 87571
(575) 751-2002

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For Immediate Release:

**OPENINGS
LODGERS TAX ADVISORY BOARD COMMITTEES**

August 15, 2014 - The Town of Taos is forming a series of committees to gather the on-going citizen, business and industry professional input with regards to how it will spend nearly \$1,000,000 annually on marketing, advertising, tourism and events.

A series of four committees are being formed under the Taos Lodgers Tax Advisory Board (LTAB); Marketing, Tourism, Events and Finance. The Committees will work with the Town Tourism and Marketing Director, as well as the LTAB, to develop recommendations on how to develop internationally effective marketing, tourism and special event campaigns to promote the Town of Taos, Taos County and the Enchanted Circle.

The **Tourism Committee** will develop an annual and long-range tourism plan for the Town and region in conjunction with government and the local business community and tourism industry.

The **Events Committee** will work with local promoters and venues to establish an annual series of cultural and seasonal signature events for locals and tourists to help implement or augment the Tourism Plan.

The **Marketing Committee** will be oversee the development, demographics, analysis and determine the mix of advertising to be used to promote the events and implement the tourism plan.

The **Finance Committee** will look at how to finance the activities of the other committees, how analyze and recommend on how Lodgers Tax and other tourism and marketing revenues are spent and collected, as well as identifying other government and private revenue sources that could boost local tourism efforts.

Residents, businesses, tourism and marketing professionals, and others who may be interested in serving on any of the LTAB Committees should check the Town web site at www.taosgov.com for more details on what each committee does and how to apply, or you may send an email or letter of interest to the Town Manager at rbellis@taosgov.com, Office of the Town Manager, 400 Camino de la Placita, Taos, NM 87571-6071, or call (575) 751-2002.

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TOWN OF TAOS GOVERNING BODY

Mayor Daniel R. Barrone
Mayor Pro Tem Frederick A. Peralta
Councilmember Andrew T. Gonzales
Councilmember George "Fritz" Hahn
Councilmember Judith Y. Cantu

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Town Hall Hours: 8:00 a.m. to 5:00 p.m.
Visit us on our website: www.taosgov.com