

## **Spaceport America is a Success**

### **Spaceport America Cup** - ESRA (Experimental Sounding Rocket Association)

- Over 1000 group room nights for the Space Cup between Hotel E and our Hilton Garden Inn.
- Over \$100,000 in revenue not including food and Beverage and over \$7500 in local taxes in one of our industry's slowest month.
- Easily the largest city-wide event in the last 10 years. \*Spaceport America's efforts landing the Cup will generate significantly more revenue and tax than any Las Cruces Convention Center event ever.
- More than 1000 participants will also be spending money in local restaurants and other stores during the week.
- Record breaking June @ Hotel Encanto with regards to lodging. Increased Occupancy by 12.3% compared to June 2016.
- June- 25% increase in Total Revenue compared to 2016 without (ESRA) Space Cup.

### **Spaceport America Relay Race 2017**

- 32 room nights - over \$3,100 in room revenue, additional food and beverage sales.

### **ISPCS**

- ISPCS – (International Symposium for Personal and Commercial Spaceflight) partnered with us in 2006 and was very successful. I strongly believe that it continued to be successful through economic downturns, governmental shutdowns and sequestration by providing excellent content, networking opportunities and an experience enhanced by the Spaceport America. Spaceport America and Virgin Galactic elevated the attendance levels and interest of ISPCS with Leaders of the commercial space industry coming together to help grow their community. This is the community that is growing our commercial space industry across the globe and now have a greater advantage to do so in Southern NM due to the foundation of our Spaceport.
- Continued interest in the Spaceport and Virgin Galactic contribute to the success of ISPCS.. This generates between \$50-60K every year since their inception for us plus significant revenue other vendors benefit from in Southern NM such as Dickerson catering and the Farm & Ranch. Revenue YTD for Hotel Encanto Since the inception of Spaceport America \$420k.

**Continued on p.2**

### **Virgin Galactic**

- We have worked with Virgin since November 2010 and have seen revenues exceed \$250,000 with nearly \$21,000 in taxes.
- We have seen strong rooms sales during the groundbreaking, 2 ASA (travel agent FAM tours), dedication and turnover of the facility and a future astronaut event.
- Accommodating VG staff for individual business travel for 7 years
- Now working with VG staff and future astronauts on testing the guest experience.
- We have worked with a number of space related groups seeking to do business at SA.

### **Continued Property Enhancements for future guests of Spaceport and Virgin Galactic Experience**

- 2012- Completed dramatic outdoor enhancements
- 2012 Azul outdoor enhancements completed
- 2018 Virgin Galactic renovated VIP guest rooms
- 2018 Property guest bathroom renovations
- 2017 Completed corridor carpet replacement
- 2018 Meeting space and ballroom replacement

### **Job Creation**

- We are adding and creating positions to support our future astronauts, VIP's and their families.
- Adding a VIP Ambassador
- Adding a Guest Host Director
- Adding additional bellmen positions
- Adding additional Guest Host Ambassadors
- Adding future concierge services
- Adding a pool ambassador

Continued on p.3

**Continued Education Investment-Heritage University 2018**

- Our management company is preparing to roll out a Heritage University company wide to further educate our team members and managers in order to better serve our future VIP's.
- This investment will consist of bringing on board educators to facilitate the courses