



Gallup Inter-Tribal Indian Ceremonial Association  
285 S. Boardman, Suite A  
Gallup, New Mexico 87301

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The Gallup Inter-Tribal Indian Ceremonial Association wrapped up the Centennial celebration from August 4-14, 2022 in Gallup, New Mexico. For years, our local volunteer board and coordinators have been building momentum leading up to this marquee event. There is a growing trend that has been strong since 2014 where we welcomed 3,500 people. In 2022, we are proud to announce this event reached a milestone. By the end of the 10-day event, approximately 38,180 guests attended. Likewise, the event brought several records as the Ceremonial continues to grow.

Although we were not able to fully produce the Centennial, we had been planning we are very proud of the Centennial events we had. With an unparalleled contribution the Art Exhibit Hall had 1,298 entries and nearly \$4,000,000 worth of art entered by local traders and artists. Our rodeo was able to pay out \$100,000 while featuring nearly 1,000 contestants. From my perspective, these numbers are plausible that our open rodeo is the biggest open rodeo in all of New Mexico and Arizona. Our Saturday morning parade had a record turnout of dancers, and attendees. Best of all and most popular among all are the Pow-wow, Navajo Song & Dance, Traditional Night Performances which were phenomenon, returning to the stage after a pandemic. Overall, the Gallup Inter-Tribal Indian Ceremonial proved why it has been a beloved community event for 100 years.

Undoubtedly, these numbers only reflect from events organized exclusively by the local Gallup Inter-Tribal Ceremonial Board.

Through our Centennial Celebration we proudly paid out \$494,000 to our local economy in the form of premiums, prize money, rentals, contract services, etc. We cannot thank the State of New Mexico enough for \$200,000 in support. This year, we were fortunate enough to have a record setting year with sponsorships through our amazing community partnerships. The success of Ceremonial comes from its rich history and authenticity.

Should you have any questions regarding the content of this letter, please contact me at [gallupceremonialnm@gmail.com](mailto:gallupceremonialnm@gmail.com). I am very receptive to your ideas and suggestions. Again, thank you for the great work you are doing and your support to the Gallup Inter-Tribal Indian Ceremonial Association to host this event, are well appreciated. Thank you.

Cordially,

Kyle Tom, President  
Gallup Inter-Tribal Indian Ceremonial Association, Inc.



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**GALLUP INTER TRIBAL INDIAN CEREMONIAL 2023 BUDGET**

<b>Juried Art Show (AKA Exhibit Hall)</b>	\$80,000.00
-Prize money to local artists, premium book, awards, staff.	
<b>Opening Night Wine Gala</b>	\$25,000.00
<b>Night Dance Performances/Amphitheater Performances/Morning Parade</b>	\$85,000.00
-Traditional Native Performers/singers, lodging, travel & meal stipend	
<b>Pow Wow</b>	\$50,000.00
<b>Song &amp; Dance</b>	\$30,000.00
<b>Rodeos</b>	\$125,000.00
Junior rodeo, iron cowgirl challenge, old school days	
<b>5k Fun Run/Walk/Queen Pageant</b>	\$25,000.00
<b>Souvenirs</b>	\$36,000.00
-T-shirts, posters, printing, etc.	
<b>Specialty acts</b>	\$30,000.00
Covers Voladores ,Rodeo acts, White Buffalo, Wagons	
<b>Advertising</b>	\$50,000.00
-Ceremonial Magazine, artist posters, passes, all printing	
<b>Payroll and Fringe</b>	\$40,000.00
- Minimum two office staff	
<b>Credit card services</b>	\$7,000.00
<b>Office supplies</b>	\$5,000.00
<b>Storage</b>	\$4,000.00
<b>Internet</b>	\$5,000.00
<b>Postage</b>	\$1,000.00
<b>Legal/Accounting/Audit</b>	\$35,000.00
<b>Grounds Crew</b>	\$40,000.00
<b>Park Rental</b>	\$20,000.00
<b>Parking and Gate Staff</b>	\$15,000.00
<b>Telephone</b>	\$4,500.00
<b>Security</b>	\$22,000.00
<b>Rentals</b>	\$43,000.00
-Portable restrooms, tents, lighting, generators, golf carts	
<b>Insurance</b>	\$10,000.00
	<b><u>\$ 787,500.00</u></b>



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Gallup Inter-Tribal Indian Ceremonial Centennial Celebration Event Report      August 4-14, 2022

1. Performance Measures

A. Number of attendees at GITICA events

38,180 total attendees at Red Rock Park not including morning parade or opening night.

408 attendees at the 5k run/walk

1,000 attendees at Kick-Off Navajo Song & Dance

500 attendees at Opening Night Wine Gala

B. Number of sponsorships secured by GITICA

73 Sponsorships secured

C. Amount of revenue generated from other sources by GITICA

\$60,000.00

2. Economic Impact

A. How did this event have an economic impact on the community utilizing the New Mexico Tourism Department's economic impact calculator found here:

<https://www.newmexico.org/industry/news/post/event-economic-impact-calculatorrelease/>

NMTD Economic Impact Calculator Results on next page



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Event Economic Impact Calculator		
<p><b>How to Use This Worksheet:</b></p> <p>This calculator is designed to give event organizers and community stakeholders a general idea of the direct economic impact of your event. It is strongly recommended that users collect all the necessary data inputs before beginning to use the calculator. Data for the calculator will require on-site or post-event surveying. It is worth stressing that the quality of outputs will only be as good as the quality of the inputs. In other words, if event organizers underestimate or exaggerate inputs, the results will represent either an underestimation or exaggeration of the overall economic impact.</p> <p>Please enter data into the highlighted cells only.</p>		
Number of Tickets Sold:	22,953	
Price per Ticket:	\$ 10.00	
Direct Ticket Spending:	\$ 229,530.00	
Number of Attendees:	38,180	
Percent from outside community:	5%	
Total Outside Attendees:	1909	
Average Number of Days Attended:	4	
Average Number of Nights in Market:	3	
Percent of Attendees Staying at Commercial Lodging:	2%	
Average Nightly Lodging Cost:	\$ 125.00	
Total Lodging Nights:	2290.8	
Direct Lodging Spend:	\$ 859,050.00	
Average Daily Spend on Food and Beverage:	\$ 27.00	
Total Food and Beverage Spending:	\$4,123,440.00	
Total Outside Food and Beverage Spending:	\$ 206,172.00	
Average Daily Spending on Other:	\$ 45.00	
Total Other Spending:	\$6,872,400.00	
Total Outside Other Spending:	\$ 343,620.00	
Ticket Sales, Outside:	\$ 11,476.50	
<b>Total Direct Economic Impact:</b>	<b>\$ 12,084,420.00</b>	
<b>Total Outside Economic Impact:</b>	<b>\$ 1,420,318.50</b>	
<b>Total Direct Economic Impact, Less Tickets:</b>	<b>\$ 11,854,890.00</b>	
<b>Total Direct Outside Economic Impact, Less Tickets:</b>	<b>\$ 1,408,842.00</b>	

B. How did partnership with the ICO contribute to that impact?

Based on economic impact studies over the past few years of our event, we experienced our normal growth trajectory for the Centennial event. Additionally, ICO partnership contributed \$134,000.00 (to date) in sponsorship from the State of New Mexico..

3. Unified Centennial Brand Integration

A. How did you integrate the unified centennial logo into marketing and promotional materials?

- Social Media advertising
- Gallup Independent and Navajo Times advertising
- Event schedule and fliers



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- Opening night wine gala tickets
- Ceremonial magazine

\*Items purchased prior to signing of the agreement and/or items that never included logo branding did not feature unified brand logo

B. How did you integrate the unified centennial logo into each event?

- Logo featured on rodeo print information
  - Logo used on Navajo Song & Dance print information
- \*New signage at event was not ordered due to budget uncertainty

On behalf of Gallup Inter-Tribal Indian Ceremonial Association, we would like to thank the State of New Mexico for its continued support of this rich celebration of Native culture, and tradition.

Thank you,



Kyle Tom

Gallup Inter-Tribal Indian Ceremonial Association President