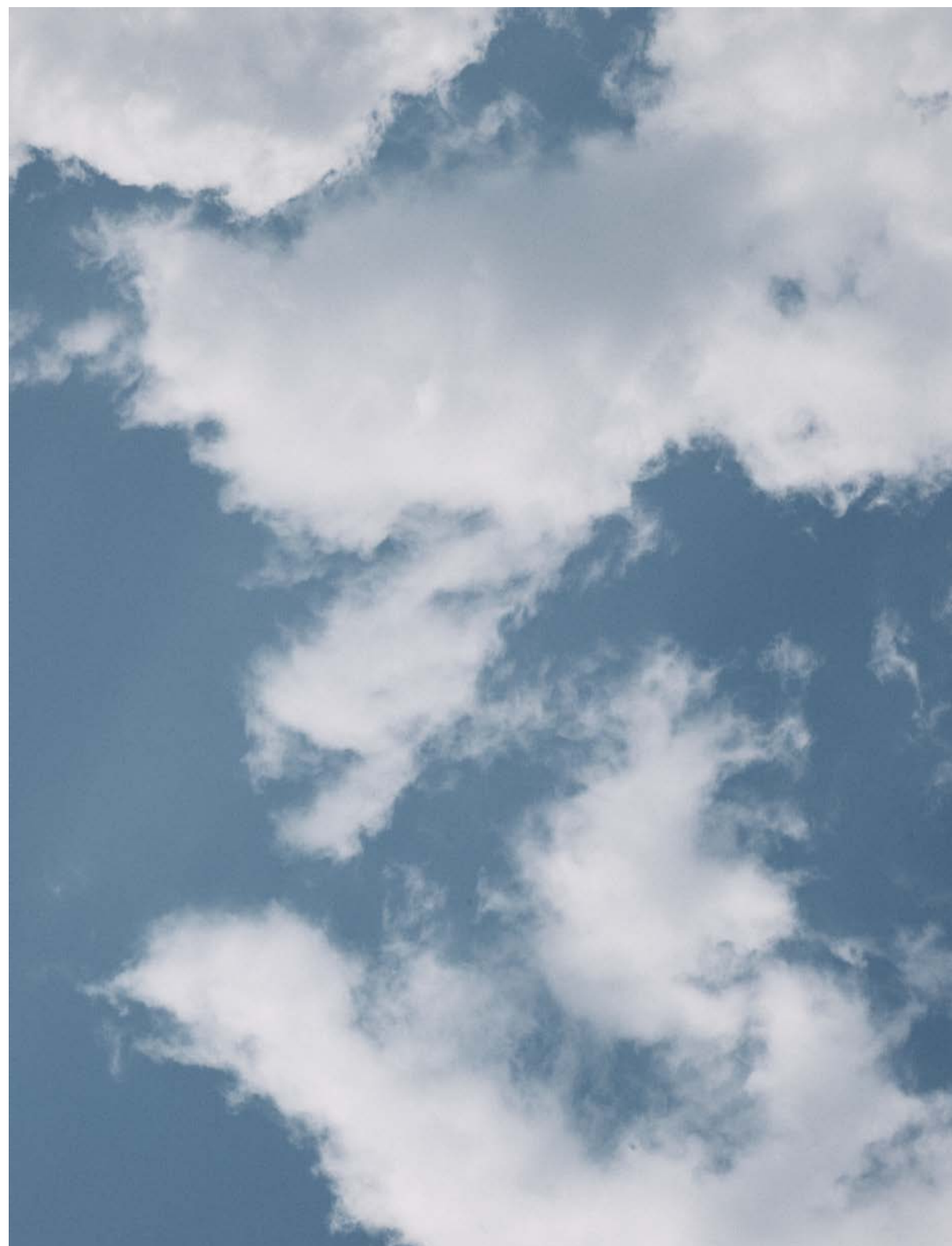


berntrouse

Everyone Notices.



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Benthouse Creative 109 Bent St. Taos, New Mexico 87571	



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Where Light Lives

A New Era of Storytelling for Taos

Taos is not just a town, it is a force field. Have you heard of the Taos hum? You will when you land here. A magnetic, mythic place where light lives not only in the sky, but in the culture, the craftsmanship, and the people.

Our proposal is to activate a bold, multi-dimensional marketing vision for Taos. Today’s growing experience economy, where meaning is craved by many, is our marketing niche. We create feelings that will inspire people to return again and again. Through strategic, emotionally resonant storytelling and a cohesive brand voice, we will launch targeted cross-platform campaigns that meet people where they are: on social media, in print, on the road, and in their inbox.

From Gen Z digital explorers to legacy travelers seeking soul over spectacle, we’ll craft tailored messaging for each demographic, using the right medium, tone, and rhythm. The goal is to amplify the magnetism of Taos. We create content that speaks to different walks of life and generations, using demographic visitor data to deliver a smarter, sharper, and more targeted approach. Grounded in truth that transforms curiosity into genuine connection.

We believe destination marketing for Taos must honor its nuance: the intersections of tradition and innovation, mysticism and grit, nature, love and connection. Our goal is to draw in those who are not just looking to visit, but to be moved. And to become a part of a new era of storytelling. To find themselves *Where Light Lives*, Taos, New Mexico.



Photography by Chris Dahl-Bredine

Proposal Summary

Campaigns that Capture

Our Multi-tiered Approach

We *LIVE HERE*, we get it. We don't just 'market this place', it's our lived experience and we feel so lucky to call this sacred land home.

It starts with understanding who we're speaking to. By leveraging demographic data and insights, we tailor our messaging to meet the unique needs and preferences of different traveler groups. This allows us to create personalized, impactful campaigns that resonate deeply, optimize spending, and ultimately drive more visits. Targeting the right audience, at the right time, with the right message, maximizes engagement and ensures we're building long-term relationships with our visitors, not just fleeting moments of attention.

Data-Backed Creative

Every decision is backed by insights from state tourism analytics to Google trends and Airbnb search data. We don't guess, we target and tailor to ensure every dollar of marketing speaks to someone who's ready to book, visit, and return.

Segmented Campaigns by Generation & Interest

We develop parallel campaigns tailored to:

- (1) Gen Z & Millennials:
Social-first content, music, hikes, offbeat dining
- (2) Gen X :
Arts, boutique stays, wellness offerings, culture-based experiences
- (3) Baby Boomers:
Heritage sites, slow travel, galleries, culinary tourism

Platform-Optimized Messaging

We meet each audience where they are:

- (1) Reels and Instagram for younger travelers
- (2) Facebook and newsletters for legacy audiences
- (3) Print ads in niche publications for cultural & art tourists across generation.
- (4) We show up where real life happens: back of flight trifold, billboards, buses, and subway commutes. We move through public transit in major feeder cities, catching eyes in everyday motion. Our reach stretches across prime highway frontage and city streets with the highest crossover travel to Taos. This is strategic visibility built for impact, rooted in movement. We create advertising that motivates, inspires, and drives curiosity straight to our mesas, mountains and mystery.



Proposal Summary

Everyone Notices.



We are your creative partners in growth. Our collaborative approach means we're hands-on from strategy to execution, in the room for brainstorm, on-site for content creation, and right there with you for every edit, tweak, and visual decision.

On tight schedules, we deliver. We've proven results: increased customer traffic, higher sales, and expanded social media reach for each of our clients. We run and organize in-person events and activations, capturing real-time content with creators who know how to tell Taos's story authentically.

We design campaigns with the core goals of visibility, conversion and growth. Whether we're geo-fencing ads to connect with key metropolitan audiences or rolling out full-scale regional marketing, everything we do is built to boost traffic and engagement. We use location intelligence software to track visit patterns, spending habits, and shopping behaviors, our insights are grounded in real data.

We are long-term strategic thinkers. We plan on a 12-month calendar, analyzing performance every quarter to optimize and scale. From monthly cross-industry campaigns to archival and promotional asset management, our work is strategic, measurable, and built for results.

We don't just show up, we change the game.

Experience



Diggy Lloyd

Diggy Lloyd is the co-founder and creative lead of Benthouse Creative, where strategy, design, and storytelling come together to build authentic, bold brands. With 15 years of experience as a commercial photographer and designer, she has led campaigns for Target, Sephora, Puma, H&M, Paper Magazine, Teen Vogue, and POPSUGAR—delivering impactful work across editorial, digital, and brand platforms. A graduate of Parsons School of Design, she trained under Mary Ellen Mark and Annie Leibovitz, shaping a narrative-first creative approach grounded in clarity and emotion.

She also founded RHIZO Magazine, a free print publication dedicated to amplifying the voices and stories of local creators in Taos. Through her work at Benthouse and beyond, Diggy is committed to creative integrity, thoughtful collaboration, and storytelling that strengthens community and place.

Six Years in Taos



Jason Seck

Jason is the co-founder of Benthouse Creative, where he leads tech implementation, media planning, and creative production.

With over 25 years of experience, he brings a cross-disciplinary background in full-stack software development, media buying, and large-scale campaign execution. He has worked with clients such as The Muppets, Sesame Street, Kraft, Coca-Cola, and Disney, building systems and strategies that support both creative vision and operational scale. At Benthouse, Jason develops custom digital infrastructure, manages integrated media plans, and ensures that every project runs with precision, functionality, and creative impact.

Fifteen Years in Taos



Molly Costanza

Molly is a designer and art director at Benthouse Creative, where she leads visual direction across digital and print projects. She brings clarity and cohesion to every brand she touches, guiding design from concept to execution.

Before joining Benthouse full time, she worked as a freelance designer and supported video productions for Taos Ski Valley. She also served as Marketing Coordinator for Coldwell Banker Mountain Properties, supporting offices across four states and crafting campaigns that balanced strategy, timing, and thoughtful design. Molly’s work reflects a strong creative eye and a commitment to clear communication.

Eight Years in Taos



Sue Hunt

A published author and seasoned creative director, Sue Hunt brings over a decade and a half of experience in communications, copywriting, and creative consulting across multiple industries.

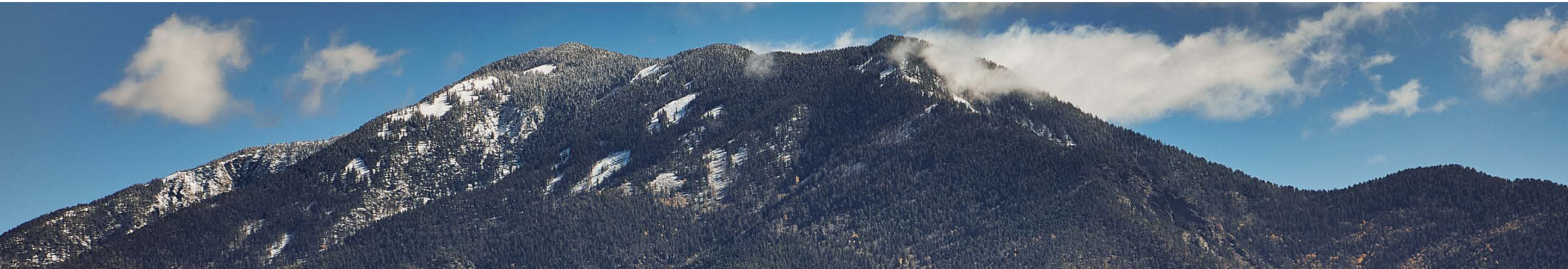
As an editor and creative force behind Rhizo Magazine, she’s helped countless brands find their voice and tell their story with impact. Based in New Mexico where she’s lived for 10 years in Taos. She works as a full-state real estate broker in both the residential and commercial sectors. Her passion lies in supporting other businesses from behind the scenes, helping founders and visionaries bring their ideas to life with clarity, strategy, and style. She believes it’s the intentional nature moments, the everyday beauty that builds a meaningful life and lasting contentment.

Ten Years in Taos

Taos Creators

From artists and makers, to local legends, and fresh voices. We will leverage our networks to tell real stories with real impact. When we create content, it’s grounded in the rhythm of life here, the light, the grit, the beauty, and the spirit. We currently have several active artists and creators we can lean on with large followings and personal brands that speak to the magic of Taos. This is an effective way to weave stories, platform relevant voices and create excitement around unique attractions, spaces and places that set Taos apart for visitors. We will manage and inspire each Taos creator, streamlining visitor content across platforms in a reciprocal way for the town and our creative networks.

Infinite Years in Taos



Marketing and Public Relations Strategy Development

Benthouse Creative will lead the Town of Taos through a comprehensive, data-driven approach to marketing and public relations that elevates the Town’s profile as a unique and unforgettable destination.

Strategic Evaluation

Our work begins with a detailed audit of existing Town marketing, PR, and social media activities. We’ll assess campaign performance, audiences engagement, media placements, and branding / narrative consistency to identify strengths to build on and gaps to address. This evaluation will include:

- A thorough review of current and historic campaign assets.
- Benchmarking against similar destination marketing efforts in the Southwest.

Marketing Strategy

Following this evaluation, we will design a comprehensive marketing and PR strategy rooted in the Town’s tourism and cultural goals. This strategy will:

- Define key campaign themes that align with the Town’s unique offerings.
- Establish brand-aligned messaging pillars and seasonal campaigns and story arcs.
- Outline measurable goals for earned, paid, and owned media performance.
- Include a pitch calendar and campaign map aligned with tourism patterns.

Media Channel Optimization

We will identify the optimal mix of advertising and outreach channels across digital, print, radio, and experiential touchpoints. Based on available budget and audience segmentation, we will prioritize high-impact, efficient placements with a special focus on:

- Regional / National print media.
- Streaming Radio.
- Digital campaigns across Meta, Google, and YouTube.
- Creator and influencer partnerships tied to seasonal themes.
- Targeted outdoor placements (Denver / Albuquerque / Santa Fe / Dallas Airports.)

Cross-Team Collaboration

We will collaborate closely with the Town’s Marketing and Tourism Directory, internal staff, and any partner agencies to ensure all marketing and PR placements align with current priorities, voice, and identity. This includes rapid coordination on special events, town announcements, and seasonal activities.

Performance Measurement

All campaign efforts will be tracked against clear KPIs such as reach, engagement, earned media value, CTR, and ROI on ad spend. We will issue monthly performance reports with insights and data visualizations, and will meet quarterly for strategic review and refinement.

Visitor & Market Research

We will implement visitor sentiment surveys and audience analysis tools to better understand the evolving needs and desires of tourists and locals. These findings will directly inform campaign messaging, targeting, and media buying strategy.

Cid’s Food Market & The Cellar

Dates
Ongoing Since 2023

Contact
Lee Backer, CEO
LBacker@cidsfoodmarket.com
(575) 758 1138 / ex.122

Angelica Backer, CFO
ABacker@cidsfoodmarket.com
(575) 758 1138 / ex.127

Benthouse Creative has served as the marketing and brand partner for Cid’s Food Market and The Cellar since 2023, leading a full-scale evolution of the brand and campaign strategy. We developed a unified identity across multiple locations, including a forthcoming third store.

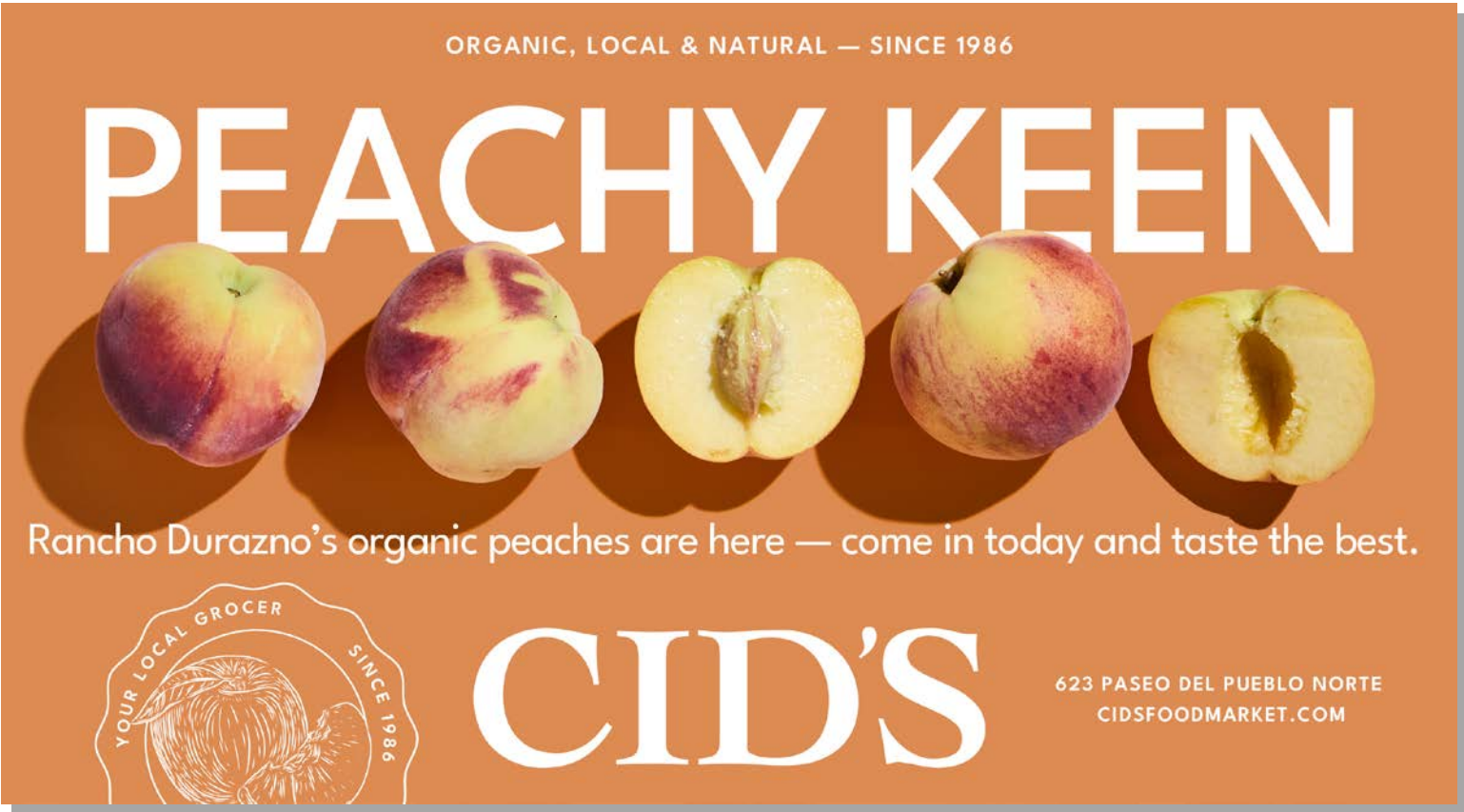
We produce monthly campaigns across print, digital, social media, in-store signage, and out-of-home placements. These include seasonal promotions, event support, and specialty product marketing. For the Mountain Market in Taos Ski Valley, we run geofenced ad campaigns targeting out-of-town visitors during ski season, and created custom digital menu software that staff can update in real time—improving operations and elevating the customer experience during high-traffic periods.

In addition to campaign execution, we lead key tech integrations across locations, including digital signage and in-store voiceovers that reinforce brand values. Performance is tracked through regular reporting, with KPIs developed in collaboration with store leadership. During our partnership, Cid’s has seen measurable growth across locations, including increases in both customer count and cart size. All work supports Cid’s identity as a family-owned, community-rooted market serving Northern New Mexico for over 40 years.

Experience

Organizational Experience

Updated brand system across web, mobile, and in-store touchpoints.



Seasonal campaign creative featuring regional growers.



Specialty product marketing for The Cellar.

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The Paseo Project

Contact
J Matthew Thomas
matt@paseoproject.org (575) 613-0601

Dates
Fall 2024 - Present

For The Paseo 2024, Benthouse Creative led a full-scale marketing effort to boost regional and out-of-state engagement. We began by analyzing audience insights to identify the cities sending the most traffic to Taos, using this data to guide a multi-platform media buy. Ads were placed across both digital and print outlets, running simultaneously with boosted and geofenced social content deployed in key markets. Combined, print and digital media impressions surpassed 327K, with boosted Instagram and Facebook posts adding another 37K targeted impressions during a 30-day campaign window.

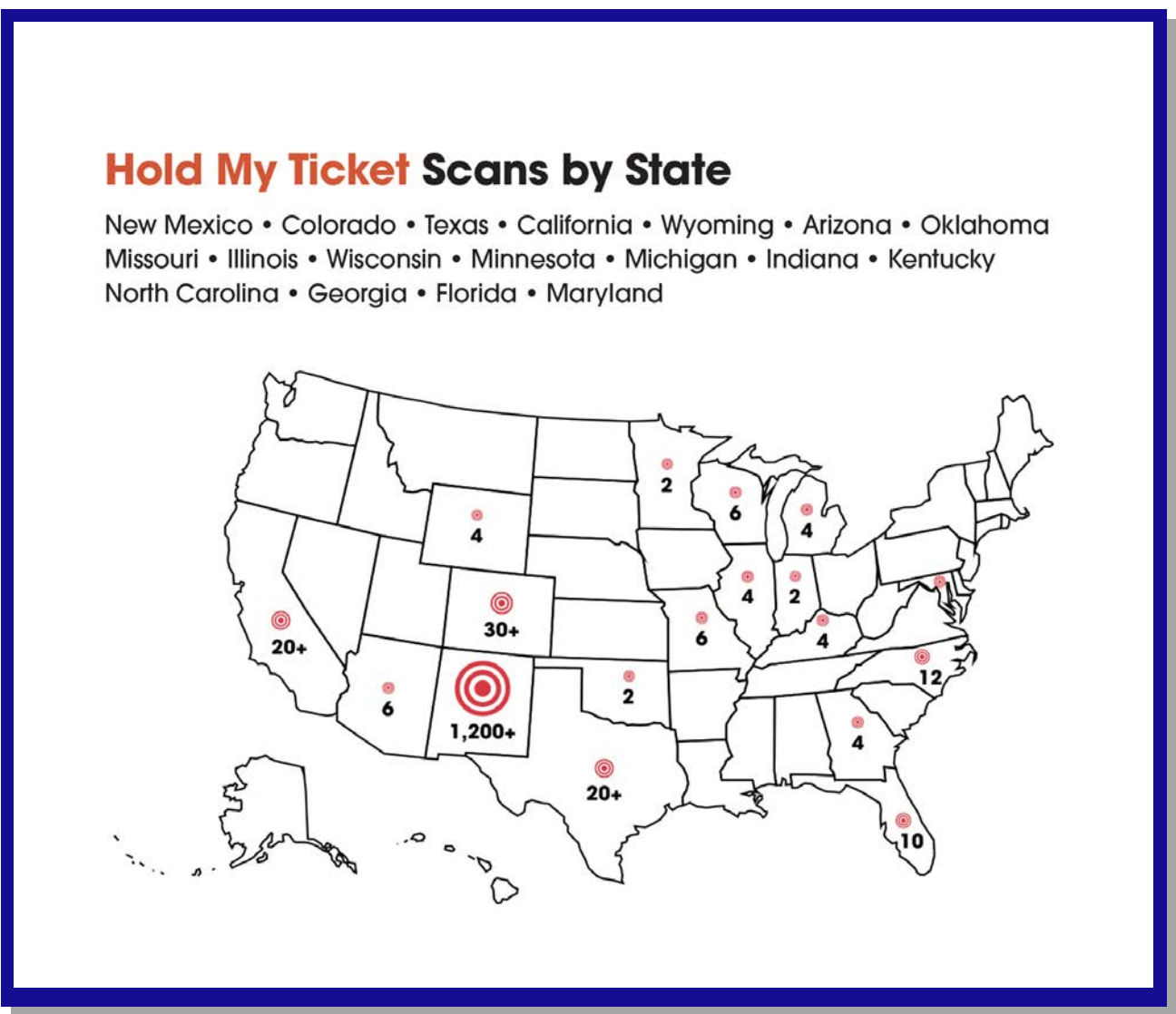
We produced all creative assets for the campaign and captured photography throughout the three-day festival for archival and future promotional use. Analytics were a key component: ZIP code scans collected through Hold My Ticket allowed us to track audience origins for the free Architects of Air luminarium installation, supporting campaign impact and informing future Lodgers' Tax funding.

In 2025, we're partnering on a year-round campaign titled "The PASEO Is...". This evolving message serves as a unifying thread across the organization's interactive arts festival, artist residencies, and educational programming. The campaign is more than promotion. It's a declaration that art is essential to vibrant, connected communities. Through billboards, digital content, print materials, and public activations, The PASEO Is becomes a living invitation to reflect, participate, and imagine what's possible together.

Experience



Sample Print and Digital ad creative for The Paseo 2024.



ZIP code scan data collected via Hold My Ticket from attendees who entered the free luminarium installation.



3 Day Event Photography.

Organizational Experience

benthouse

Dawn Butterfly

Date
June 2023 - Present

Contact
CJ Bernal
dawnbutterflycafe@gmail.com
(575) 770-5852



Benthouse Creative began its collaboration with Dawn Butterfly after Owner and Operator CJ Bernal was featured in Rhizo Magazine. His story, shaped by family, tradition, and the creative spirit of Taos Pueblo, marked the beginning of a partnership grounded in shared values.

As the Bernal family prepares to open a new restaurant on their property at Taos Pueblo, they set out to bring their three distinct outlets — the café, the gallery, and the restaurant — into one cohesive brand. The gallery, originally founded in the early 1990s as House of Water Crow & Red Coral Flower, had since expanded to include an off-grid café across from the church at the Pueblo.

Benthouse led the development of the full brand platform. This included visual identity, naming architecture, voice and tone, positioning strategy, and all written content for the new website. We supported the rollout across digital, print, and environmental applications, building a system that reflects the project's deep connection to land, lineage, and community.

With this foundation in place, Dawn Butterfly is preparing to launch the Coral Dawn and Paul J. Bernal Foundation for Arts and Education. The foundation honors CJ's sister Coral and their grandfather Paul Bernal, whose leadership was instrumental in the return of Blue Lake to Taos Pueblo. With a unified brand and clearly defined mission, the family is now positioned to grow partnerships, secure funding, and carry forward a legacy of creative and cultural leadership.

Organizational Experience



Experience

benthouse

Taos MainStreet
Charles Whitson

director@taosmainstreet.org
505-977-1868

Management of brand and marketing Strategy.
March 2025 - Present

Horacio Trujillo
Taos Pueblo Foundation

horacio.trujillo@gmail.com
310-903-1913

Development of Taos Pueblo Foundation Brand Identity, Website,
and Print Materials.
March 2025 - Present

Jolie Jones
Jones West Realty

jolie@joneswesttaos.com
575-737-9378

Development of Brand, Website, and a variety of marketing
materials both print and digital.

June 2023 - Present

Branding Services

Benthouse Creative will lead the refresh and refinement of the Town of Taos' s brand and logo with an eye for authenticity and endurance.

Branding Strategy

We will begin by working with Town leadership, community members, and the DSN to distill the essence of Taos into a strategic brand platform. This foundation will:

- Clarify core messaging pillars.
- Identify and outline brand personality, tone, and voice to ensure alignment across all media and touchpoints.
- Position Taos distinctively among peer destinations across the Southwest and U.S.

Visual Identity System

We will deliver a full suite of branding tools to support the implementation of the brand identity via a brand style guide with:

- Defined color palette and use rules.
- Primary and secondary typography use.
- Photography and illustration direction.
- Layout principles and application examples.

This system will ensure the brand remains consistent, adaptable, and scalable for years to come.

Logo Design

Benthouse will create a refreshed Visit Taos logo that is contemporary and accessible. This design will be versatile and work across digital, print, signage, and merchandise.

Brand Implementation Roadmap

To ensure brand consistency across all Town marketing and infrastructure, we will provide a clear implementation roadmap with prioritized recommendations including:

- Strategy for integrating the new brand across town websites, social media, and printed materials.
- Recommendations for updating physical signage and visitor-facing infrastructure (kiosks, maps, banners, merchandise.)
- Templates for branded communications, including newsletters, press releases and event announcements.

Digital and Social Media Strategy

Benthouse Creative will manage a cohesive, data-driven digital presence for the Town of Taos that amplifies its voice and drives traffic to VisitTaos.org.

Our team stays on the leading edge of social trends and platform changes. We will ensure the Town's digital presence remains fresh, competitive, and aligned with national best practices.

Social Media Management

We will oversee the daily management of all Town-owned social channels, including Facebook and Instagram, ensuring timely, brand-aligned content delivery and community engagement. Our team will:

- Plan and schedule regular posts with high-quality visuals and copy.
- Monitor comments and direct messages.
- Maintain a consistent voice and brand tone across all platforms.

Campaign Development

We will design and execute social media campaigns that reflect key seasonal draws and support overall tourism goals. Campaigns will be:

- Strategically timed with beautifully developed content.
- Tied to measureable goals, and visually aligned with the Town's overall branding.

Paid Social Media Promotions

To expand reach, we will manage targeted paid social campaigns using Meta Ads Manager.

We will:

- Identify and refine target audiences (for example art lovers in Denver, or outdoor enthusiasts in Dallas.)
- Optimize budgets and creative for performance.

Newsletter Development

We will develop and distribute a monthly e-newsletter via Mailchimp (or the Town's preferred platform) to promote upcoming events, attractions, and key campaigns.

Each newsletter will:

- Be visually aligned with the visit Taos brand.
- Feature highlights across the Town departments and partners.
- Include clear CTAs and trackable links to measure engagement.

Performance Reporting

We will provide monthly reports that summarize key performance indicators, including:

- Follower growth, reach, impressions, and engagement.
- Website traffic referred from social platforms.
- Paid ad performance metrics (CTR, conversion rates, cost for result.)
- Strategic recommendations based on the data.

Public Relations and Outreach

We believe public relations is a proactive storytelling that builds sustained visibility for the Town of Taos. Our approach to PR centers on thoughtful, ongoing engagement with media, creators, and communities that align with the Town’s unique identity.

Benthouse will hold bi-weekly check-ins with the Director of Marketing and Tourism and provide quarterly and live presentations to the Town Council and other Town agencies.

Annual Media Relations Plan & Pitch Calendar

We will develop and execute an annual media relations plan anchored by a detailed pitch calendar. This calendar will align with seasonal travel trends, regional events, and cultural moments to drive national and regional media interest in Taos. Each pitch will be tailored to its specific outlet and designed to tell a deeper, more meaningful story centered on local voices, artists, landscapes, and traditions.

Press Kit and Key Messaging

Our team will design and maintain an up-to-date press kit including:

- Overview of Taos as a destination.
- Photography and video assets.
- Bios and quotes from Town spokespeople.
- Media contact information.

Media Outreach and Story Development

We will conduct targeted media outreach to travel, culture, art, food and lifestyle outlets. Our media list will include:

- National publications.
- Regional outlets.
- Niche and interest-based platforms and publications.

Media Inquiries and Press Releases

Our team will manage incoming press inquiries and facilitate interviews with Town Representatives, ensuring accuracy and alignment with key messages. We will also write and distribute press releases to:

- Local and regional media.
- Statewide tourism partners.
- The Town’s website and social platforms.

Influencer and Creator Engagement

We will identify and host select influencers and content creators whose content is:

- Coordinated with local businesses.
- Strategically timed to support campaigns and events.
- Fully tracked for reach, impressions, and ROI.

Performance Metrics and Reporting

We will monitor all media mentions and compile earned media value reports monthly. Each report will include:

- Outlet, reach, and tone of coverage.
- Estimated advertising equivalency.
- Links and clips.
- Progress toward KPIs.

Performance Measurement and Reporting

Benthouse Creative uses performance measurement as a strategic tool that informs every decision we make. From the outset, we will establish clear KPIs, integrate performance tracking across all marketing and PR channels, and use the resulting insights to refine and inform the Town of Taos's communication strategy.

We will work with the town to finalize a baseline and set quarterly targets aligned with seasonal campaigns and major events.

We will present key findings and strategic updates to the Town's Marketing and Tourism Director, Town Council, and Lodgers Tax Advisory Board on a quarterly basis or more frequently if requested.

We don't just track success - we define it, measure it, and continuously pursue it.

Defining KPIs Across all Service Areas

We will define a comprehensive set of Key Performance Indicators (KPIs) that reflect the Town's goals for visibility, engagement, and impact. The KPIs will be customized for each service area:

- Marketing: reach, impressions, click-through rates, cost per acquisition.
- Public Relations: earned media value, number and quality of media placements, sentiment analysis.
- Branding: brand recall, audience perception, design consistency across touchpoints.
- Social Media: follower growth, engagement rate, post reach, link clicks, video views.
- Email / Newsletter: open rates, click-throughs, subscriber growth.

Monthly Reporting and Dashboards

Each month we will provide the Town with a detailed report highlighting:

- Performance against KPIs.
- Campaign-specific metrics (organic and paid.)
- Earned media coverage with valuation.
- Key takeaways and actionable insights.
- Budget utilization summaries (media, production, etc.)

Regular Strategy Reviews

Our team will conduct regular strategy reviews (bi-monthly or quarterly) to evaluate what's working, what's underperforming, and where adjustments can be made. This process will include:

- Data-informed campaign optimization.
- Trend analysis and competitive benchmarking.
- Recommendations for creative iteration and resource reallocation.



Taos Shaped Me By...

Taos shaped me in ways I wouldn't have recognized before I got here. In this community I am a father, a friend, and an individual with roots that grow deeper each day.

Jason Seck

Taos shaped me by showing me how good the seasons can feel—sunny winter days on a snowboard, summers that invite you outside, and spontaneous camping without the long drive.

Molly Costanza

Taos shaped me by its rock, igneous, ancient and diverse. Mesmerizing to climb and teaching me the depths of grit. My soul family here who shares my passion; the love for these mountains and cliff faces. #soulfam #taosfam

Susan Hunt

Taos shaped me by showing me that the light I spent 15 years chasing around the world, building massive rigs and fabricating perfect shadows, was right here, falling effortlessly on a table in my backyard. That moment didn't just change how I shoot, it reshaped how I see and became the spark behind *Where Light Lives*.

Diggy Lloyd



Our Campaign

Where Light Lives, Visit Taos.

Light lives in your heart, your travels, your relationships and memories.

The Taos light illuminates so much beauty. It dances across adobe walls, mountain peaks, and the faces of those who call this place home. We honor the spectrum from rooted locals shaping culture to curious visitors chasing inspiration. Here, light lives in every season, every story, every handmade moment. In Taos, authenticity doesn't hide, it shines.

This campaign lives where real life happens. It travels through print, digital, social, and physical spaces with seamless adaptability. Built to move, built to resonate, it reaches people in moments of motion and pause. We lead with storytelling and surround it with strategy, creating visibility that inspires and draws travelers closer to the light, energy, and experience of Taos.

Concept imagery by Taos-based creators and is for illustrative purposes only. All final content will be created or licensed in collaboration with the Town of Taos.



Aquí en Taos

Leveraging Social: Narratives that Perform Across Platform

Supporting Material / Social Media

1. Identify Authentic Local Talent

Seek out artists, small business owners, chefs, guides, and creatives who already have organic followings and reflect the heart of the town.

2. Curate Thematic Campaigns

Align each local influencer with a specific theme art, food, adventure, wellness, or history.

3. UGC: User-generated content

Significantly outperforms traditional brand-created content on social media. Studies indicate that UGC posts can achieve up to 28% higher engagement rates compared to brand-generated content, encompassing likes, comments, and shares . Moreover, 93% of marketers report that UGC performs notably better than traditional branded content .

4. How to Spark UGC - We know how.

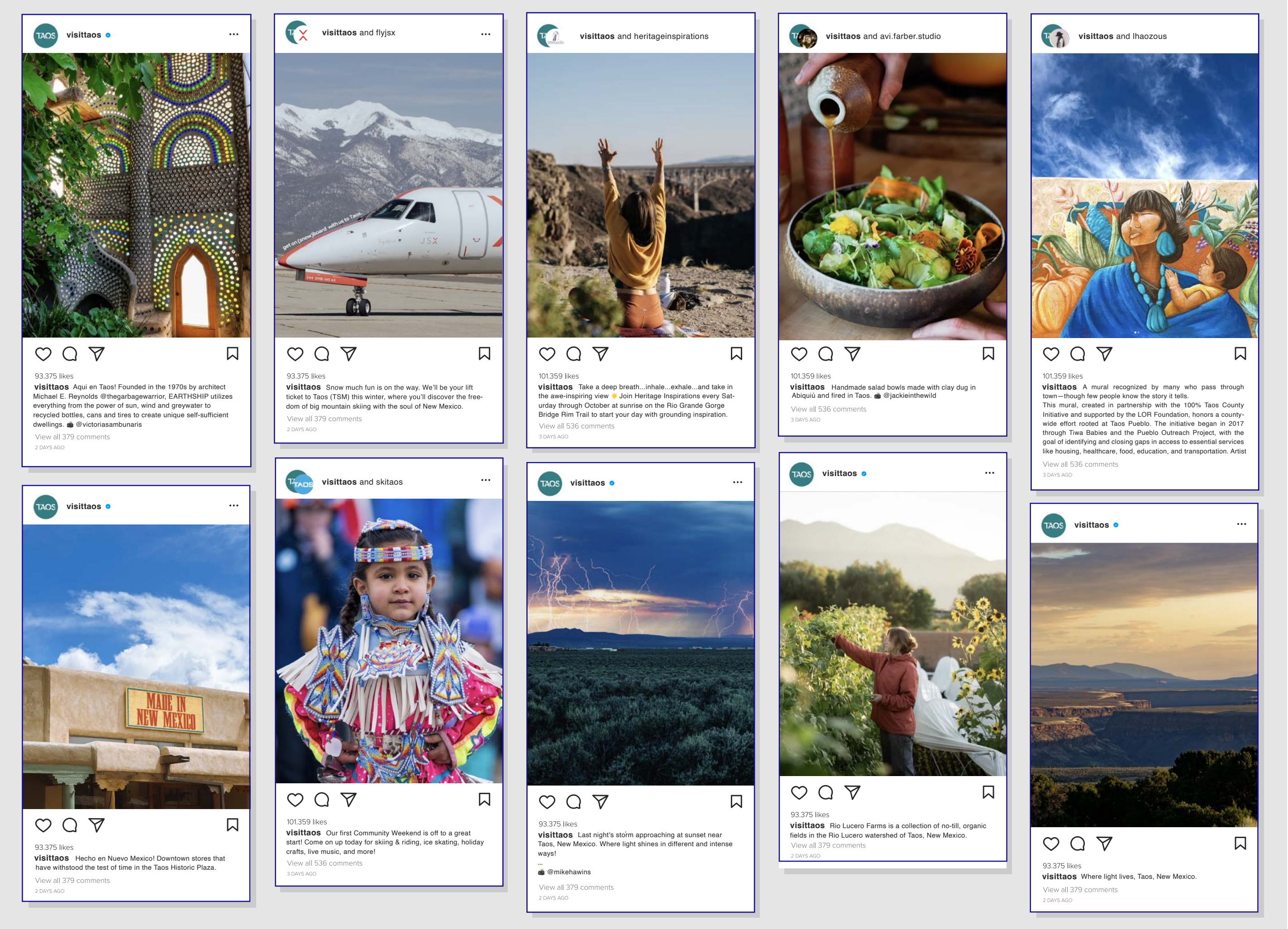
Creating challenges and hashtag-driven content trends, art shares and selfie spots encourages organic user participation, turning your audience into active storytellers and amplifying your brand through authentic, user-generated content.

5. Cross-Promote + Repurpose

Feature influencer content on official tourism channels and website. Turn their videos into reels, blog spotlights, or mini-interviews. Give them visibility while expanding our town’s reach through real storytelling.

6. Track Impact + Build Long-Term Relationships

Measure engagement, reach, and traffic driven from influencer posts. Prioritize continued collaborations with those who show real resonance with both their followers and your mission.



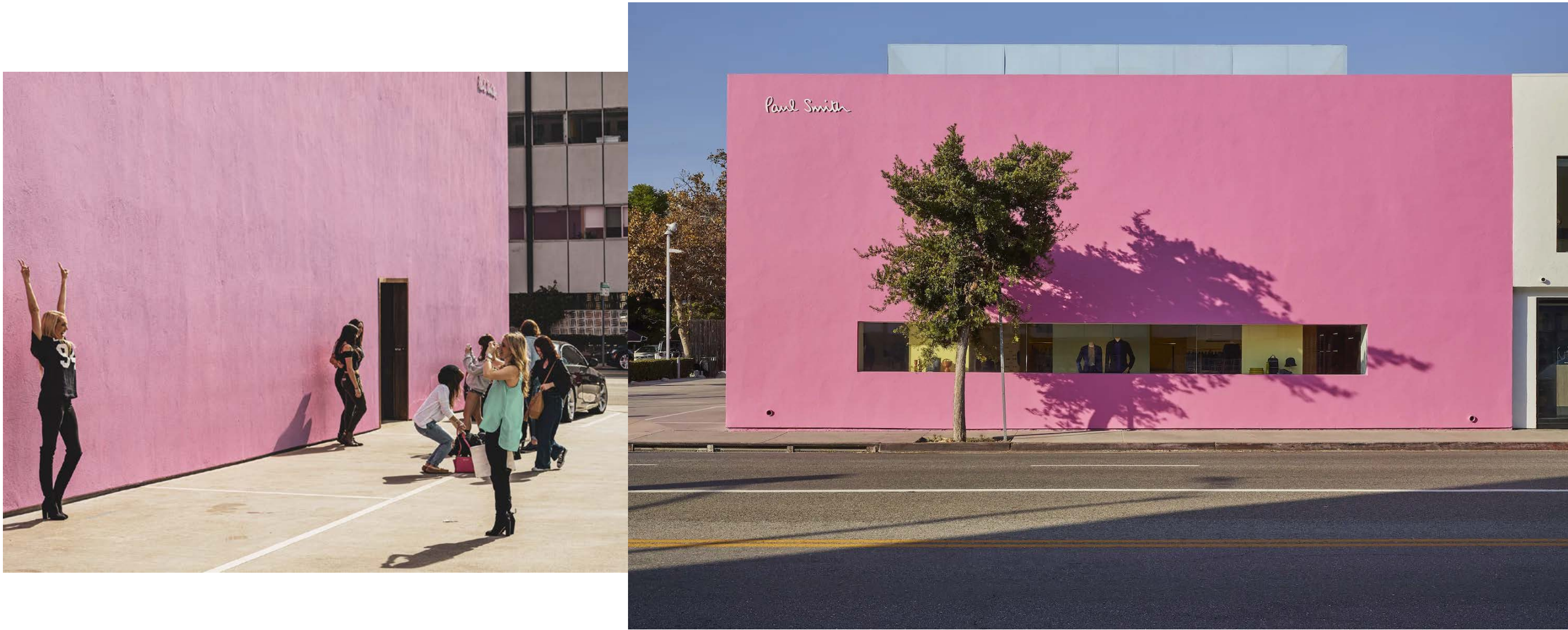
Imagery shown is sourced from Taos Creators, is used is for illustrative purposes only. All final content will be created or licensed in collaboration with the Town of Taos.

Supporting Material



The Wall Seen Around the World

Supporting Material / Social Media / Public Relations

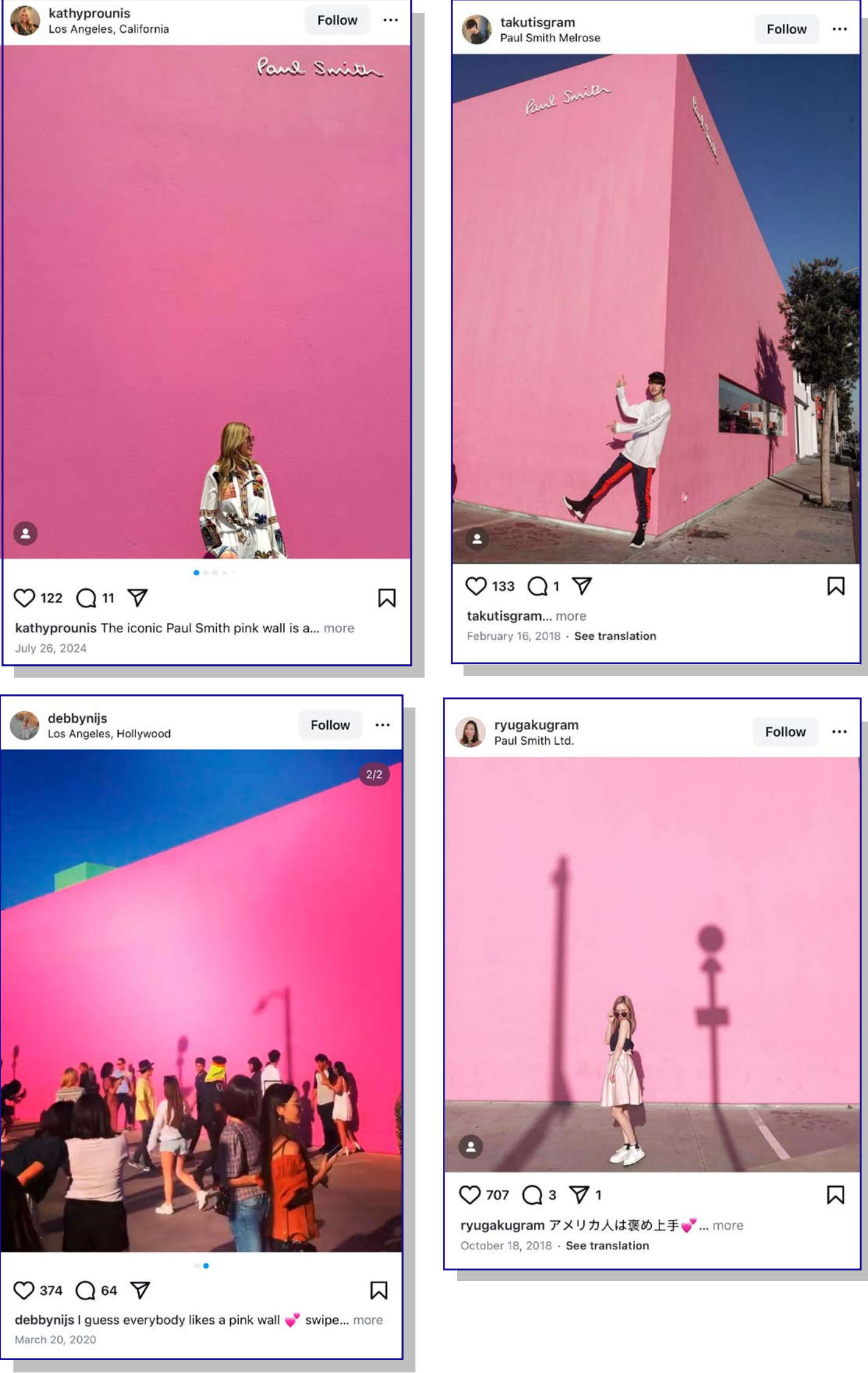


In Taos, we see the opportunity to create a mural that is magnetic, and deeply rooted in our landscape and community. The Paul Smith pink wall in Los Angeles transformed a simple storefront into a global social media landmark. With over 100K Instagram tags and more than 2.5 billion total social media impressions, drawing visitors from around the world who came just to stand in front of it and snap a selfie!

This concept commissions a local Taos artist to paint a full-wall gradient that reflects the ever-changing light of our sky. It's subtle shifts in pinks, blues, and oranges that mirror the seasons and time of day. It will be added to Google Maps as an official check-in location, with a shared hashtag that makes it easy to find and share.

Designed for both visitors and locals, the mural becomes a place for first-day arrival portraits, senior pictures, family photos, creative shoots, and spontaneous moments of joy. A backdrop that belongs to the community and tells the story of where light lives.

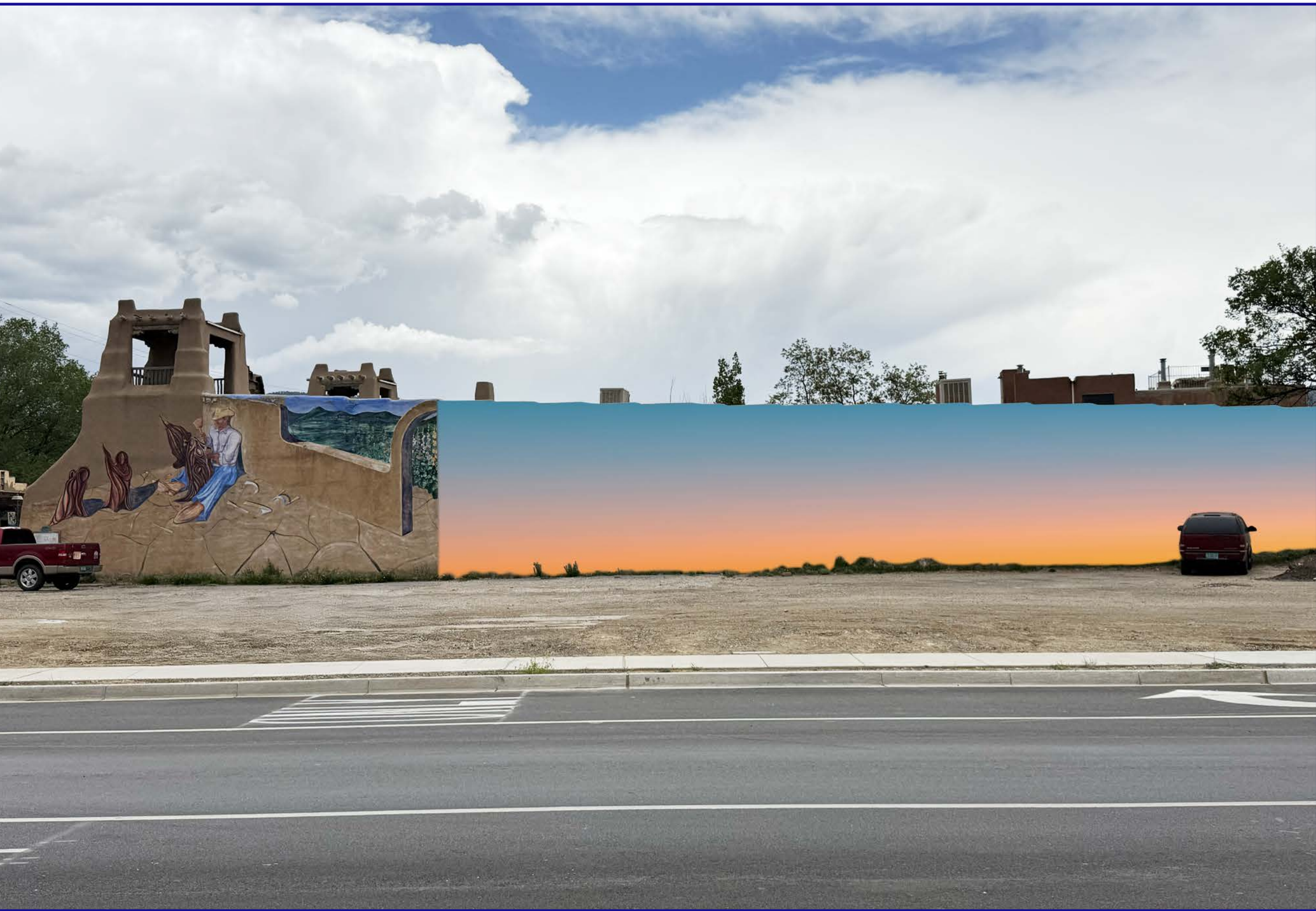
Paul Smith's Melrose store location appeared in countless magazines, and



Supporting Material

The Wall Seen Around the World

Supporting Material / Social Media / Public Relations



A simple wall with powerful potential. Located in downtown Taos, this concept adds a full-wall gradient mural by a local artist, reflecting the shifting tones of the sky. Positioned beside an existing mural by renowned Taos artist George Chacón in 1989, it is designed to complement the neighboring work without overshadowing it. A shareable place where art history and modern art mix. The wall becomes a check-in point on Google Maps, a social media destination, and a first stop photo for visitors arriving downtown. A place where Taos moments turn to cherished memories for locals and visitors.

Concept imagery is for illustrative purposes only. All final content will be created with collTown of Taos.

Supporting Material

benthouse

RHIZO Magazine & The Town of Taos

This magazine is a love letter to Taos written in the language of beauty, grit, and creativity. It captures what no brochure or banner can: the intangible magic of a town that lives between mesas, mystery and multigenerational history.

Every page reflects the beating heart of creativity. Living and visiting Taos, inspiration arrives like mountain light, quiet but insistent. It flows through you, carrying the creative pulse of distant cities into this high desert hush, where art becomes a conversation across landscapes and generations. We're not just showing people where to go; we're showing them why to fall in love. This magazine doesn't promote Taos as a product. It reveals it as a place you feel.

For visitors, it's an invitation. For locals, it's recognition. The boutique format gives us space to slow down and tell stories in rich, authentic detailed profiles of local makers, essays on place and identity, photo essays that breathe.

It's designed to be picked up, held, and kept. In a world of noise, this is something quiet and true, the essence of being here. A tactile experience that aligns with the values of Taos itself: slow living, real craft, deep roots. It aligns perfectly with destination marketing that's not about flash but about connection.

Partnering with the town's marketing initiatives is a chance to lead with heart. Let's tell the story of Taos through a lens that respects it, celebrates it, and invites the right people in. This magazine was born from love for this place. And that love is contagious. Let the gorgeous pages of RHIZO carry this into many different mediums to reach those who belong here.

RHIZO magazine is a publication that we own, it's an already existing distribution loop and reader base. For highlighting short and long form storytelling content about the Town of Taos. The magazine has been in existence for three plus years. It has an international readership and has been ad free since its inception. With RHIZO as a supporting material to public relations for the Town of Taos, we can curate the message with an artistic print publication with already exciting legs out in the world.



This is an example of a RHIZO Magazine's Winter 2022 cover feature highlighting a local Taos-based skier and entrepreneur skiing his favorite mountain in the world, Taos. Included here for illustrative purposes only. Final content will be created or licensed in collaboration with the Town of Taos.

Supporting Material

benthouse

RHIZO Magazine & The Town of Taos

Supporting Material / Public Relations

Reach & Down Stream Public Relations Effects

Focus on Storytelling:
Showcasing narratives that emphasize diverse cultures and traditions, reinforcing Taos and its marketing efforts commitment to cultural preservation, values and relevant appreciation for all the land has to offer here.

Media Amplification:
Complementing external media coverage and thereby extending the brand’s reach beyond its immediate audience. Well-produced features can catch the eye of travel writers, influencers, or journalists who build on your content. A feature in our magazine about a local artist or historic site might end up echoed in a national outlet like AFAR or Travel + Leisure.

Community Engagement:
Highlighting partnerships with local artisans and organizations, which not only supports the community but also enhances the brand’s authenticity and appeal. As of now RHIZO is free to the reader, a potential revenue stream along with tourism content is ad space for all of Northern New Mexico and its diverse and creative offerings.

Economic Benefits
Cost Efficiency:
Reduces reliance on external advertising channels by providing a direct medium to promote storytelling, services, events, and special offers.

Revenue Generation:
Opportunities for advertising local businesses and attractions within the magazine can create additional income streams.

Tourism Promotion:
By informing and inspiring guests to visit various attractions and events, the magazine stimulates local tourism spending, benefiting the broader New Mexico economy.



Shown here is a RHIZO Magazine’s Fall 2023 issue cover featuring a local Taos Creative in her Taos Mesa Studio. Included for illustrative purposes only. Final content will be created or licensed in collaboration with the Town of Taos.

Supporting Material

The Destination Stewardship Plan

Goal 1: Educate & Communicate

Tourism should inspire responsibility, not just travel. Our work supports the DSP by creating messaging that informs, invites, and uplifts the voices of Taos.

RHIZO offers an elevated platform that shifts the tone from promotion to education. It features stories, voices, and visuals that reflect the full spectrum of Taos communities.

Multichannel Strategy Includes:

1. Local Radio PSAs

Conversational messages voiced by locals that share trail etiquette, safety tips, and seasonal reminders.

2. Social Media

Reels and stories highlight mindful travel, local businesses, and land acknowledgment. Posts are geo-targeted to reach travelers as they plan their visit.

3. Email and Blog Content

Monthly features like “*Before You Hike, Ask a Local*” or “*Our Landscape Needs Your Respect*” help deepen visitor connection and encourage care for the landscape and community.

Goal 2: Equitable Economic Benefit

Ensure tourism dollars support all communities, especially underrepresented groups, and promote events and businesses that reflect Taos’s cultural diversity.

We recommend auditing current marketing assets across all channels to evaluate how diversity shows up in voice, imagery, and visibility. From there, allocate a portion of the marketing budget towards elevating stories that often go unseen.

Key tactics include:

1. Promote Indigenous-owned, multicultural, and locally rooted businesses. Highlight people and places that reflect the living, evolving culture of Taos.
2. Feature cultural events beyond the mainstream. Support and amplify lesser-known but highly meaningful events and gatherings.
3. Fund content creation that documents these contributions. Commission visuals that feel real, not staged. Share across digital and video platforms to build emotional and visual relevance that reflects the full diversity of Taos.

Goal 3: Support the Tourism Workforce

This starts here!

Retention and leadership development in the local tourism and hospitality sector starts here, where we define what’s cool, relevant, educational and expansive! When people feel like co-creators of the culture, not just workers in it, they’ll grow, stay, and lead because they see themselves in the change they’re helping build.

Gen Z wants purpose and creative input, Millennials crave growth and ownership, and Gen X and Baby boomers bring deep experience and mentorship. When our marketing reflects that diversity and our culture invites every age to lead, people stay and return. Shaping what’s next and staying invested because they feel like co-creators of the creative eco-system of Taos.

We will support you in creating content, visionary stories and mission based movements that ATTRACT talent and keep the collaborative community alive.

The Destination Stewardship Plan

Goal 4: Preserve Taos’s Authentic Character

Relationships are the key to preserving Taos’s authentic character. Our strategy centers on elevating local voices and historic narratives through ongoing outreach. From the adobe buildings of the 1700s, to traditional cooking and building techniques, we highlight the deep roots that make Taos unique.

Let Locals Lead the Narrative

1. Feature real residents, not actors.

Include artists, business owners, and elders in campaign content to reflect the soul of the place.

2. Share story-rich, user-generated content.

Campaigns like Aquí en Taos can invite real stories in real voices, creating emotional connection and cultural relevance.

3. Host content collection sessions.

Invite the community to contribute photo, video, and story submissions that celebrate Taos from the inside out.

Goal 5: Address Workforce Housing

WE RENT TO LOCALS - Small Business Campaign

This movement is about creative community exchange and building in person connections. Partnership with local business, landlords and community networks to share branded signs that share housing information through a community network.

“We Rent to Locals” signs are a powerful symbol of community values, resilience, and a commitment to place-based integrity—and they actually strengthen tourism.

Why Renting to Locals Supports Tourism

1. Locals ARE the Tourism Experience

Tourists don’t travel to mountain towns to meet other tourists; they travel to experience a culture, a vibe, a way of life. That only exists when real locals can actually live in town.

2. Service Quality Goes Up

When people live where they work, they care more. You get better service, deeper recommendations, and more engaged human connection. That becomes part of the magic visitors remember.

3. Stronger Community = Safer, More Inviting Energy for Visitors

If your bartender, EMT, ski patroller, and shop owner all live nearby, the town runs smoother, feels safer, and moves with more soul.

4. Authenticity is Marketable

Visitors want to feel like they’ve found a “real place,” the “real taos vibe.” not a Disneyfied version of a town. Supporting locals in housing is a form of sustainable tourism. Something that a lot of visitors now seek out in an experience economy.

