

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY,JULY 28, 2025**

AGENDA

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, July 28, 2025 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member
Victoria Harrington, Member
Jessica MacKenzie, Member

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of June 23, 2025.

3. COMMENTS FROM THE PUBLIC (3 minute rule applies)

4. PRESENTATION:

- a. Sunny505. Joanie Griffin Founder

5. NEW BUSINESS:

- a. Discussion/Action: Veterans Memorial Park and Museum Application-Billboard.
Windy Barnes Vice President
- b. Discussion/Action: MainStreet "Redefine" Marketing Campaign Application. Becca Eza
Executive Director
- c. Discussion/Action: SCRAGS Rock and Gem Show. Megan Holden Show Committee
Chair

6. COMMENTS FROM THE BOARD

7. COMMENTS FROM STAFF

8. ADJOURNMENT

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, JUNE 23, 2025**

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, June 23, 2025 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member
Victoria Harrington, Member Absent
Jessica MacKenzie, Member Absent

ALSO PRESENT:

Katy Martinez, Deputy City Clerk

1. APPROVAL OF AGENDA:

Vice-Chairman Kelley made a motion to approve the agenda. Member DeMarino seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of May 27, 2025

Member DeMarino made a motion to approve the minutes. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

3. COMMENTS FROM THE PUBLIC (3 minute rule applies)

There were no comments from the public at this time.

4. NEW BUSINESS:

- a. Discussion/Action: Veterans Memorial Park and Museum Application- Billboard

Vice-Chairman Kelley: I've been talking to Maggie. She knows that the vinyl needs to change. So, we've been discussing different ideas for artwork and messaging, because I know that is a concern that we have. We did tell her to wait until the next fiscal year to come back. They'd asked for money for a new vinyl.

Member DeMarino: This is just the billboard rental. Do we know the dates? I'm not comfortable voting on anything without them here to tell us what the dates are.

Vice-Chairman Kelley tried to call Wendy with no answer.

Member DeMarino: It doesn't look like they're asking for money for new printing, is a concern for me as well.

Vice-Chairman Kelley: That's because I told them not to ask until they know what they're going to do so they can show it to the board, and we can approve it.

Chairman Foerstner: Do you know when it's up though? Why did they want this, or I guess they would do the reprint in the middle of their... okay.

Member DeMarino: Do you have to pay to hang a new vinyl?

Vice-Chairman Kelley: The new vinyl, that includes the installation fee. That's why it's so high. Whereas this is just the rental, which has gone up quite a lot. For instance, they didn't ask for enough money last year, evidently.

Member DeMarino: Can we do a tentative approval based on any months that are in the fiscal year? Or we just table it because they're not here.

Deputy City Clerk Martinez: They're asking for 342 days a year.

Member DeMarino: Right, but did it start in June, this contract?

Chairman Foerstner: Maybe they pro-rated it for this fiscal year. I divided it out, it's only \$350 a month, which is actually kind of cheap. Usually they're about \$600 a month, so maybe this is already a pro-rated ask because they know that we're sticklers on that. It's not easy to pull up records of their last application, right?

Vice-Chairman Kelley: No, because it wasn't last year.

Deputy City Clerk Martinez: This one's tough, because we just got it. So, we don't know.

Chairman Foerstner: What about that tracking sheet that you were doing?

Vice-Chairman Kelley: I didn't bring it with me. I thought this was going to be easy today.

Member DeMarino: Well, we have a meeting in a month.

Vice-Chairman Kelley: They'll just have to eat July, and August.

Chairman Foerstner: They need to show up.

Deputy City Clerk Martinez: We told them about the meeting.

Chairman Foerstner made a motion to table the application for the Veterans Memorial Park and Museum for the billboard due to applicant not present. Member DeMarino seconded the motion.

Motion carried unanimously.

b. Discussion/Update: Sierra County Rock and Gem Society Report

Megan Holden SCRAGS Committee Chair: The show this year was a great success. We had a lot of people. It is difficult to completely quantify how many people attend. We use a clicker, but some people

come in different entrances and some people come in more than once. We do our best. We believe we had 1,500 attendees on Saturday and 1,000 on Sunday similar to 2023. We worked on the wording of the questioner about whether people stayed overnight to clarify somethings. In the past it had been a little confusing about how Sierra County residents should answer the questions. I think we were getting some false positives about how many nights did you stay overnight from Sierra County residence. This year we changed it up a little bit. We had the questions; do you live in Sierra County yes or no. If no, did you pay for lodging in the area? We worded it that way so that people staying with friends wouldn't answer yes. With those changes we got really excellent numbers. Half of our attendees were from outside of Sierra County. Of the 584 from outside Sierra County 67 indicated that they stayed 1 night, 121 for 2 nights and 85 stayed for more than 2 nights. It's hard to tell if people from the same party filled out the slips or how accurate it is but we do our best. Out of the 584 people 64 of them said they had 1 person, 315 said they had 2 people, 94 had 3 people and 111 had more than 3 people in their party. As far as return on investment I think that's pretty good.

Member DeMarino: That is 309 more than last year?

Megan Holden SCRAGS Committee Chair: I should be more than that.

Chairman Foerstner: What was the change this year from last year? Wasn't attendance kind of down in 2024?

Megan Holden SCRAGS Committee Chair: It was.

Chairman Foerstner: Was it a change in time or venue? What did you do different?

Megan Holden SCRAGS Committee Chair: The weather was bad on Sunday last year and this year it was great. We did move the dates this year. I don't know how much that affected the attendance. One thing we noticed about the attendance is the first year it may have been people that were kind of coming because it was a novelty. This year its people that want to come back. The vendors are very happy because people are spending money. I have a quit a waiting list as far as vendors that want to come to the show.

Vice-Chairman Kelley: Good so they are not put off by the date change?

Megan Holden SCRAGS Committee Chair: No, they were all happy to do it. In fact, 3 vendors had previously gone to a show in Arizona during our dates and they all chose us this year so that was a compliment.

Member DeMarino: Did you guys buy the folding tables out of your own budget?

Megan Holden SCRAGS Committee Chair: No, it was out of Lodgers Tax.

Member DeMarino: Where are those folding tables?

Megan Holden SCRAGS Committee Chair: The city has them. Thank you, guys, for doing that, it made everything easier. We may ask for a few more because the number that we asked for we were just at the number of vendors that we had. We need a few more going forward because we would like to slowly increase the number of vendors.

Vice-Chairman Kelley: Does that mean you are going to have to put more outside?

Megan Holden SCRAGS Committee Chair: Yes.

Vice-Chairman Kelley: So that means you are going to also have to pay for more security.

Megan Holden SCRAGS Committee Chair: Possibly, yes. Which I mentioned in the report. In 2024, we had to hire two because we were so exposed over at the Lyons Center. This year we were able to just have one overnight. But we may have to go back up to two. We actually figured out something about the Fair barn's, which is that there are more gates than we thought. So, we are going to secure all of them and have provisions for people to get out if they need to. The security guard will have a key. The vendors were happy with the level of security.

Vice-Chairman Kelley: How do the vendors feel about adding more vendors? Are they worried it's going to reach a saturation point?

Megan Holden SCRAGS Committee Chair: It's interesting because there's one vendor that says, "Oh, just add lots and lots of vendors.", but everyone else understands that we have to do it slowly because it dilutes the amount of money that's spent per vendor. What I'm trying to do is fill in niches, for example, we had a meteor vendor which we didn't have before, so they wouldn't necessarily take money away from other people. But no, we don't plan to go crazy and double the number or anything like that.

Vice-Chairman Kelley: That's smart.

Megan Holden SCRAGS Committee Chair: As I'd mentioned at the end of the report, we are looking into billboards. That's not something we've done before. Mo assures me that he's designed them before, so that's good. I just have to figure out if it will be cost-effective. From what the Albuquerque club has told me, some of the smaller companies will do better deals than the big companies.

Member DeMarino: Gina knows quite a bit about billboards.

Vice-Chairman Kelley: Yeah, you can do 4-week buys, its not cheap, though, it's like 3 grand.

Megan Holden SCRAGS Committee Chair: For one billboard? Wow.

Member DeMarino: And that's just with a digital billboard, not with printing. Because if you print something, it's over \$2,000 I think now.

Vice-Chairman Kelley: For the vinyls.

Megan Holden SCRAGS Committee Chair: Okay well I will look into that if it's going to be \$5,000 for one billboard, that's not something I would do.

Vice-Chairman Kelley: I mean, do the people in Albuquerque think they're effective?

Megan Holden SCRAGS Committee Chair: Yes, actually.

Member DeMarino: Well for them, yeah.

Megan Holden SCRAGS Committee Chair: But I think the travelers are an untapped resource, basically. Depending on how long we had them up, they would reach a lot of people.

Member DeMarino: Its \$1,000 for a month and \$2,000 for the vinyl or whatever, that's \$5,000. How many people can we get in for \$5,000 , *and* how are you going to track it? Like, how many people are coming because they saw the billboard?

Megan Holden SCRAGS Committee Chair: So, the first year, we did ask how to find out about our show, but I didn't think it was very accurate.

Vice-Chairman Kelley: It usually isn't.

Dan Lorimier SCRAGS Secretary: That's a difficult statistic to even imagine coming up with. We are also considering non-lead mark billboards. For instance, the one coming Northbound out of Palomas Creek, currently is for Casa Azul, but it's a small, privately owned, billboard. It would be, I think, very effective, and hopefully for a low cost. We would have to research that before we made an ask, obviously. I hope you can tell, we try to be conservative in our growth. So, we're not going to do financial double backflips for a billboard. We will find out if that works first.

Vice-Chairman Kelley: Jake has experience with the billboards on private property.

Chairman Foerstner: They're definitely cheaper, better deals than the Linmark one.

Dan Lorimier SCRAGS Secretary: Yeah, we'd have to research and see if it's available. Thanks.

Member DeMarino: In the past, we've talked about the distance from town with billboards, is that no longer a factor?

Vice-Chairman Kelley: No, we took that out because we always had to do an exemption for the Veteran's Museum. I think for an event, especially if you're trying to get the travelling public during the event, shorter distance is better. I just don't know that promoting an event far in advance of the event on a billboard is a good idea.

Member DeMarino: The question is, are they going to see it and say, "Oh, let's go to the rock show. Let's stay overnight." That's the thing on short distance ones.

Vice-Chairman Kelley: If you're from Minnesota going up and down I-25 and you see that, just because it's a shorter distance, doesn't mean it's a shorter visitor, you know what I'm saying? It's a longer distance, especially in March, we have all the snowbirds going back and forth.

Megan Holden SCRAGS Committee Chair: And we would definitely put something about the hot springs as an added draw.

Chairman Foerstner: you guys want to move on to the application?

Megan Holden SCRAGS Committee Chair: We can segue onto that.

Vice-Chairman Kelley: We're already almost at the end of June.

Member DeMarino: And the city has to vote on it before they spend the money anyway, so it'll be the next fiscal year.

Megan Holden SCRAGS Committee Chair: So, wait until July 1st?

Member DeMarino: Just don't spend anything yet, which you probably can't anyway since it's a week away.

Vice-Chairman Kelley: Your analytics look pretty good.

c. Discussion/Action: Sierra County Rock and Gem Society Application

Megan Holden SCRAGS Committee Chair: As I mentioned in the report, there were two publications I wasn't able to get it from, but I will make sure I do next year. As far as the ask, we are asking for graphic design from M graphics. Mo did a great job, continues to do a great job. The website is also essential, and I've told Ruanna that we have the prettiest website of any rock club that I'm aware of. It does a great job of promoting the show. Gut print, we need to print out our postcards and posters, then mail them. Email them to the 20+ rock shops within the state of New Mexico and a few in Arizona and Texas. This year I want to do a mineral show website early to take advantage of lengthy exposure instead of waiting until the last minute.

Member DeMarino made a motion to approve a total of \$6,800 to the Sierra County Rock and Gem Society. Vice-Chairman Kelley seconded the motion.

Motion carried unanimously.

d. Discussion/Action: Re-Appointment of Member Victoria Harrington

Member DeMarino made a motion to approve Victoria Harrington to be re-appointed as a board member. Member MacKenzie seconded the motion.

Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

Chairman Foerstner: I just had one comment. I really liked having a report right before we get another ask. I know we ask for a 90-day report, if you guys want to stick with a 90-day, maybe we could just have the report put on the agenda that they gave us at 90 days when they do another ask so that it's fresh in our minds. They could almost do another mini presentation.

Vice-Chairman Kelley: I've never gotten a report from the Veteran's Museum.

Chairman Foerstner: So, I was thinking we change it to make the report right before they ask again. Because a lot of what we are basing our decision on is how they did last year, if it is a repeating event. It's just nice to have the report right before instead of going, "Was it a success last year? I don't remember.", because 90 days, and a year after that is a long time.

Member DeMarino: I think this one helps because it's within 90 days.

Chairman Foerstner: Do you guys want to keep it the 90-day, but then maybe require that it get added again?

Member DeMarino: Doing report 8 months after their event and being like, “Oh, who remembers anything? Where’s our stuff?”

Chairman Foerstner: But then what if we just take that same report, include it on their ask, I’m not sure how we would do it, but like a refresher, put it in the packet, and they could get it too if they don’t have it. They should have it but basically tell them that they need to re-submit their report or re-present their report. They don’t have to re-submit it, it would just end up in our packet again and they could stand up and do a report again.

Deputy City Clerk Martinez: Yeah, you can do that.

Chairman Foerstner: You would just tell them that?

Deputy City Clerk Martinez: Yes.

Chairman Foerstner: What do you guys think?

Member DeMarino: Yeah, I think that’s helpful.

6. COMMENTS FROM STAFF

Deputy City Clerk Martinez: The only comment I have, and we spoke with Gina about it when we did the subrecipients, because we are taking it over now, we are giving everybody the option of email.

Vice-Chairman Kelley: Yes, you can email your applications in.

Deputy City Clerk Martinez: You can email your applications, email your reports, reimbursements, so that it’s not so much of a paper trail. I will include my email and the clerk’s email in all applications and reports so they can email us.

Member DeMarino: When somebody emails something, are you going to send something back letting them know that you received it?

Deputy City Clerk Martinez: Yes, I’ll email back, and I normally do, I will say, “Received.” And at that time, I will let them know the date of the meeting. I think it will be helpful. The reason that the museum got lost was because they put their application in the middle of their reimbursement report. So, when she said she dropped it off, I pulled out their reimbursement, and it was a few pages of the reimbursement, their application, then the rest of the reimbursement.

7. ADJOURNMENT

There being no further business, Chairman Foerstner adjourned the meeting.

PASSED AND APPROVED this 28th day of July 2025.

Jake Foerstner, Chairman

Truth or Consequences

FY26 Cooperative MARKETING Program

360 Plan

Updated Quarterly + End of Year



NM 
TRUE





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CoOp Overview
FY26 CoOp Marketing Plan

FY26 Performance & Analysis

FY26 Highlights & Insights (Quarterly + End of Year)
Proof of Performance (Quarterly + End of Year)

FY26 Recommendations & Future Implications

Reference

FY25 Reporting and POP
Benchmarks
Glossary

The FY26 sections of the deck will be updated with reporting throughout FY26



History & Objectives



01 FY25 CoOp Recap

02 CoOp Overview

- CoOp Partnership
- NM True Brand Style Guide
- Creative Approval Process

03 FY26 CoOp Marketing Plan

- FY26 CoOp Objectives
- Creative Brief



Important and notable learnings, reporting insights, media placements, and creative messaging that will help us have a successful FY26!

- [Award Summary](#)
- **Total Initiative Opt-ins (MMP): 6**
- **Total Spend: \$144,429**
- **Total Impressions to Date: 11MM**
- [Creative Review](#)
- [Reporting Insights](#)
- [Creative Assets](#)

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Fun In the Sun [Learn more](#)

   211 19 comments 6 shares

 Like  Comment  Share

New Mexico True Sponsored · 

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sierracounty.info
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An Outdoor Playground [Learn more](#)

   367 30 comments 16 shares

 Like  Comment  Share

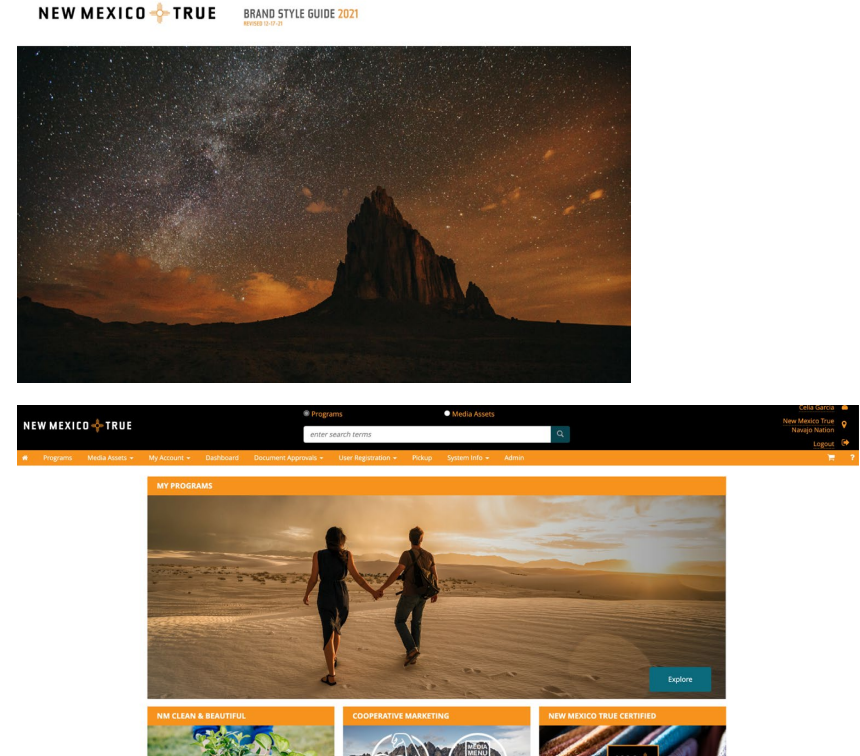
- [Award Summary](#)
- **Total Initiative Opt-ins (MMP): 8**
- **Total Media Spend: \$154,449**
- [Production Summary](#)

REMINDERS:

Submit First Partner Payment: **By July 10th**
First Partner Inputs Due: **August 1st**

Brand Style Guide Review & BRH

- [Brand Style Guide](#) & Video Guidelines
 - *Note: You will be notified in the event that there are revisions made to the Brand Style Guide*
- [Brand Resource Hub](#)
 - Creating ads on BRH
 - Submitting ads for approval



CoOp Corner

Production Summary

- Production Summary Process / Expectations
- Partner Input Forms
- Deadlines: Every 1st and 15th of each month (depending on individual partner timing)
- Landing pages - actions on site / [pixel form](#) - **need new form FY26**

Prioritize

- Reviewing Production Summary
- Confirm digital access by 8/7
- First deadline 8/1

Brand Requirements

- Agree to follow the established New Mexico True Brand Style Guide
- Team True Creative Approvals
- Logo Usage: Obtain prior approval from NMTD for any and all use of the Brand.

Expectations & Communication

- Maintain timely communication with Partner Service Rep throughout the fiscal year.
- Deliver assets / creative on time & to spec.
- Respond in a timely manner to reviews and approvals.

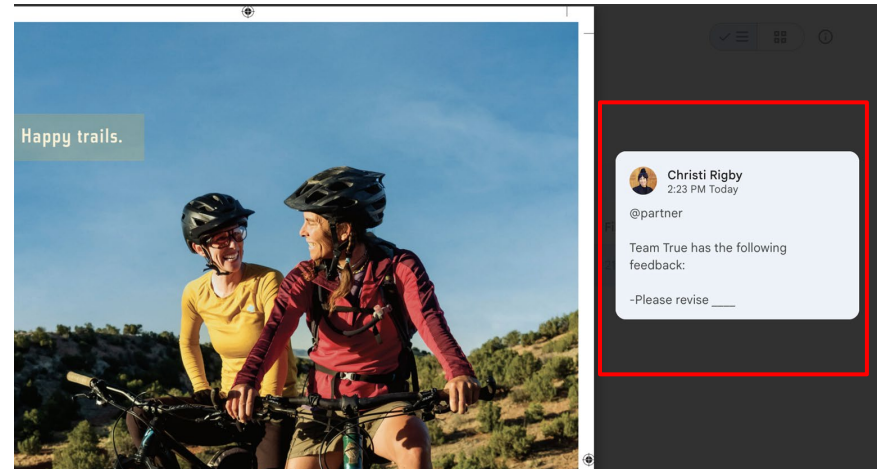
Deadlines

- Partner Payments: Late payments may result in delayed or canceled programs or forfeiture of award dollars.
- Creative Deadlines: **Missed creative deadlines jeopardize the efficacy and ROI of your joint investment with NMTD. A missed deadline will result in a minimum of a one month launch delay or substitution of NM True core brand creative.**
- Digital Access: Digital access and permissions are required for MMP digital initiatives to enable tracking, real time optimizations, and performance measurement.

Reporting

- PSR to deliver Quarterly Reports and Proof of Placement for digital marketing initiatives, will provide EOY report for traditional media

- 1) Partner submits assets via Asana or BRH (refer to links on your Production Summary)
- 1) PSR saves BRH assets / Asana Inputs to Google Drive for review
- 1) PSR provides client feedback by leaving comments directly in the Google Drive File
- 1) Partner can comment directly on the Google Drive File



1.Content Summary: *SEM, Digital static/video, NM Intender ads, El Paso OOH, True Adventure Guide*

1.Destination's Value Proposition: Sierra County - *Hot springs, spa & wellness: 30+ natural hot springs. Outdoor Recreation: Elephant Butte Lake - water sports, OHV, hiking, mountain biking, camping, fishing, birding. Gorgeous golf course. Water oasis in the desert. Live music and events*

1.Target Audience:

a. Geographics: Albuquerque, El Paso, Las Cruces

b. Demographics: Gen X (Age 43-58), Millennials (Age 27-42), Young Boomers/Empty Nesters (Age 59-64)

c. Psychographics: Health & Wellness, Outdoor Recreation, Couples Travel

1.Timing: *Winter; SEM - Nov-Jan; May-July*

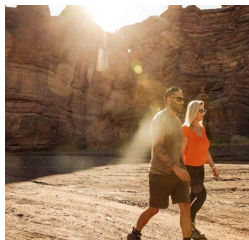
1.Objectives: *Lodger's tax through hotels and AirBnb's specifically. Downtown growth (repairs and renovations) - arts and culture*

1.Messaging and Tone: *Healing, connecting to self and nature. Adventure. Family friendly. Affordable. Walkable.*

GEN X

Statistics:

- Prefers Facebook for Information
- Engages with traditional and digital media (radio/audio, OOH, Facebook, YouTube)
- Regularly streams TV and music



Travel Preferences for New Mexico:

- Attractions: Interested in family-friendly vacations, historical sites, and southwestern cuisine.
- Travel Style: Prefer longer vacations, comfortable accommodations, more likely to travel in larger groups (3-4)

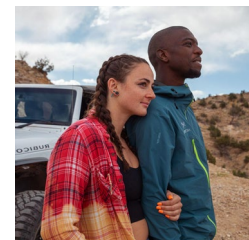
Decision-Making Factors:

- Media Mix: Discover New Mexico through a mix of digital and traditional media.
- Advance Planning: Plan trips well in advance, coordinating with family members. Heavily uses Tripadvisor & Expedia
- Loyalty Programs: Use loyalty programs to secure discounts / added perks.

MILLENNIALS

Statistics:

- Heavy user of streaming services & social media
- Engages with digital content, including Podcasts & mobile



Travel Preferences for New Mexico:

- Attractions: Interested in active vacations with family, adventure & cultural experiences, prioritizing spending, unique & uncharted destinations
- Travel Style: Prefers road trips, experiential vacations, and eco-conscious travel

Decision-Making Factors:

- Social Media & Blogs: Researches New Mexico on social media and travel blogs for unique experiences and recommendations.
- Tech-Savvy: Utilizes travel apps and websites for planning and deals.
- Peer Recommendations: Seeks advice from friends and peers who have visited New Mexico.

YOUNG BOOMERS

Statistics:

- Heavy TV watchers & newspaper readers
- Primarily uses Facebook
- Keeps up to date with current events



Travel Preferences for New Mexico:

- Attractions: Attracted to New Mexico's art, culture, and outdoor activities.
- Travel Style: Favor group travel with friends or organized tours. Values restful vacations without excessive exercise

Decision-Making Factors:

- Media Discovery: Explore New Mexico through social media and travel agencies.
- Peer Influence: Decisions influenced by friend recommendations.
- Group Travel Convenience: Emphasis on ease and convenience of group travel arrangements.



Truth or Consequences

FY25 Cooperative MARKETING Program

360 Plan

Updated Quarterly + End of Year

NM 
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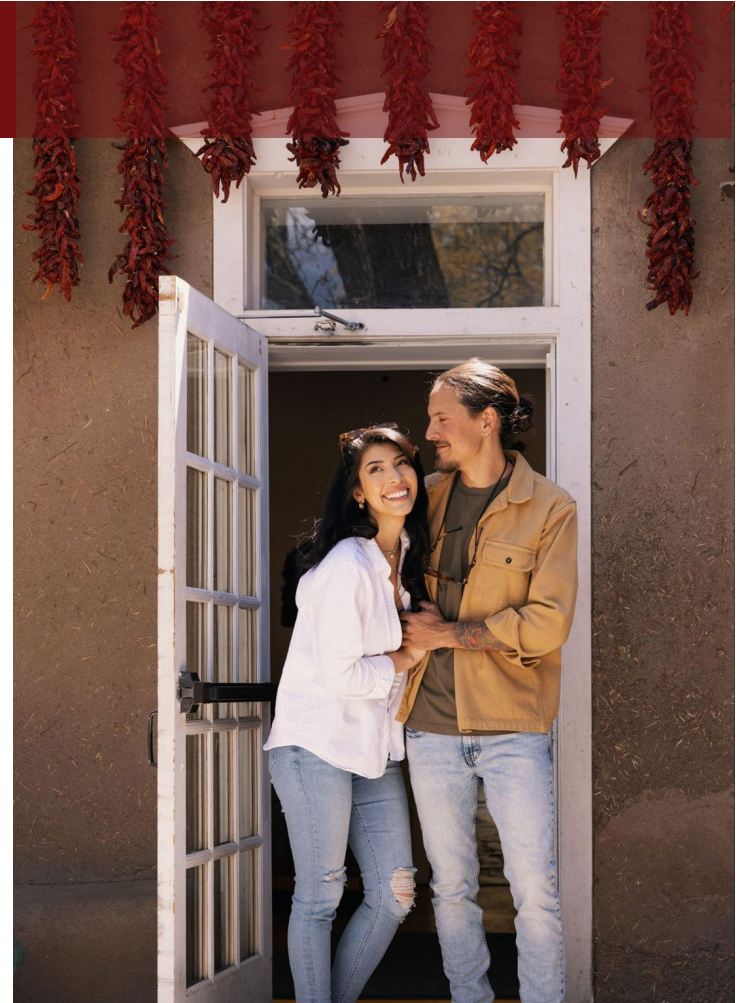


History & Objectives



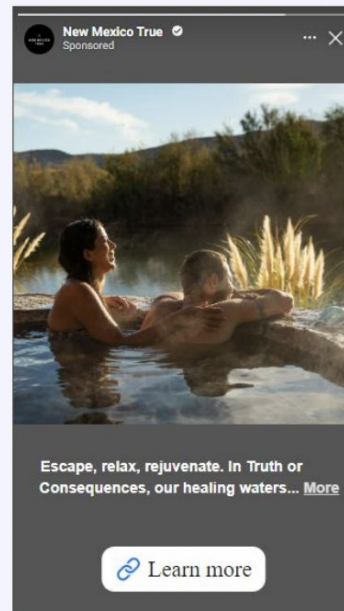
01 FY24 CoOp Recap

02 FY25 CoOp Marketing Plan



Important and notable learnings, reporting insights, media placements, and creative messaging that will help us have a successful FY25

- [Award Summary](#)
- **Total Initiative Opt-ins (MMP): 9**
- **Total Spend: \$121,248.00**
- **Total Impressions to Date: 14,296,481**
- [Creative Review](#)
- [Reporting Insights](#)



Marketing Plan [\(Award Summary Review\)](#)

- Geo/Demo/Behavioral Targets:
 - *Couples Travel, History,*
 - *Albuquerque/Santa Fe, Las Cruces/El Paso,*
 - *Gen X (Age 43-58), Young Boomers/Empty Nesters (Age 59-64)*
- Note on Targeting: Define your targets based on existing data and based on your overall marketing strategy (who you would like to visit your destination). It is recommended to have your targeting match imagery and messaging in your ad and creative assets. If you were awarded any content creation make sure your models and the content you create aligns with your target.
- Unique Visitor Experiences
- Messaging for the year based on season
- Landing pages - actions on site / [pixel form](#)

Creative Assets

- Consider success of FY24 ads based on Reporting

GEN X



Statistics:

- Prefers Facebook for Information
- Engages with traditional and digital media (radio/audio, OOH, Facebook, YouTube)
- Regularly streams TV and music

Travel Preferences for New Mexico:

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YOUNG BOOMERS



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- Keeps up to date with current events

Travel Preferences for New Mexico:

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Decision-Making Factors:

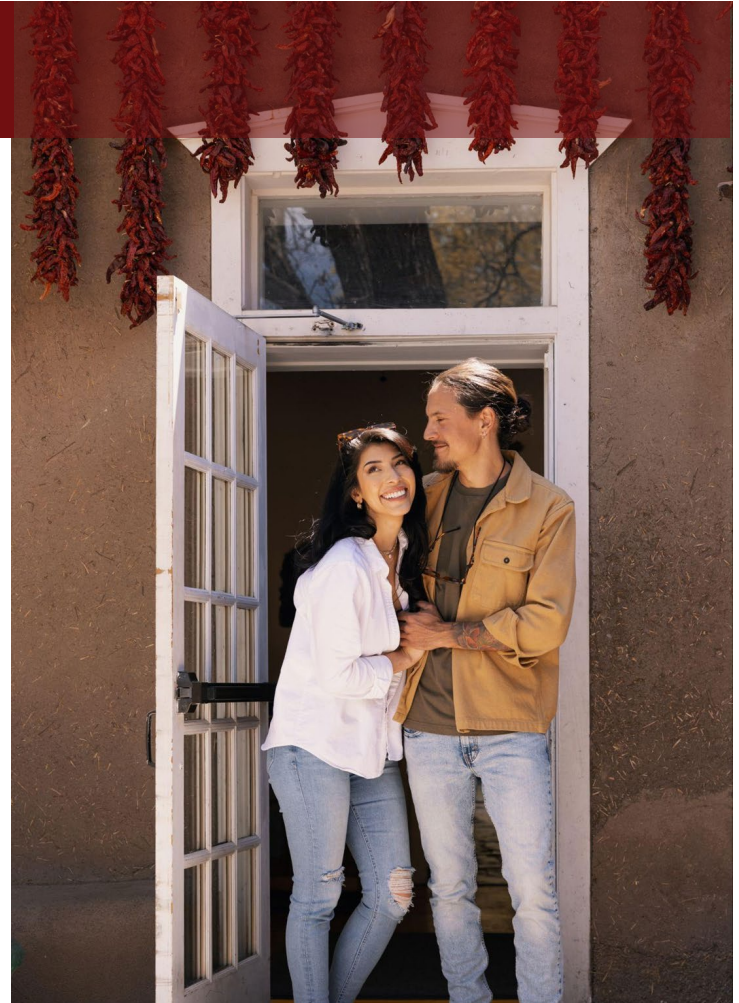
- Media Discovery: Explore New Mexico through social media and travel agencies.
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- Group Travel Convenience: Emphasis on ease and convenience of group travel arrangements.

Performance & Analysis



01 FY25 Data & Insights

02 Proof of Performance (POP)





YOUR CUSTOM DASHBOARD

> Total Spend: \$63,119
Clicks: 71,807

> Total Impressions: 5,991,364 >

Total

Delivery/Performance by Channel



Channel	Spend ↓	Impressions	CPM	Clicks	CPC	CTR	Sessions	Cost Per Session	Avg Time On Site	Bounce Rate	Engaged Sessions	CPES (Cost per Engaged Session)	Engaged Session Rate
Facebook	\$13,910	1,500,498	\$9.27	43,520	\$0.32	2.90 %	5,375	\$2.59	00:00:55	1 %	5,299	\$2.63	98.59 %
FacebookVideo	\$13,071	1,020,642	\$12.81	15,796	\$0.83	1.55 %	633	\$20.65	00:00:47	0 %	630	\$20.75	99.53 %
SEM	\$11,955	46,322	\$258.09	6,243	\$1.91	13.48 %	4,891	\$2.44	00:02:42	2 %	4,788	\$2.50	97.89 %
YouTube	\$9,055	782,316	\$11.57	338	\$26.79	0.04 %	70	\$129.36	00:00:44	0 %	70	\$129.36	100.00 %
Instagram	\$8,090	662,187	\$12.22	3,602	\$2.25	0.54 %	1,335	\$6.06	00:00:43	1 %	1,320	\$6.13	98.88 %
Sponsored Content	\$7,038	1,979,399	\$3.56	2,308	\$3.05	0.12 %	2,162	\$3.26	00:00:25	89 %	231	\$30.47	10.68 %
Total	\$63,119	5,991,364	\$10.54	71,807	\$0.88	1.20 %	14,466	\$4.36	00:01:25	15 %	12,338	\$5.12	85.29 %

Delivery/Performance by Channel



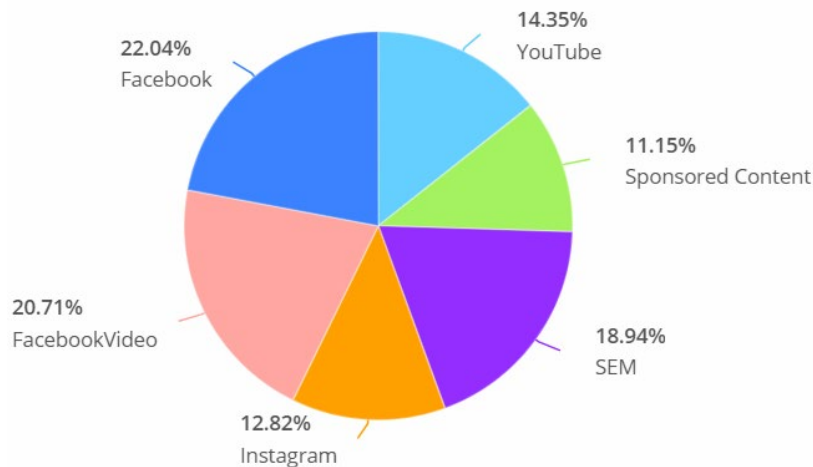
Channel ↓	15s TOS Action	15s TOS CPA	Video Completion Rate	CPCV	Video Views	Video Completions
YouTube	63	\$144.88	64.28 %	\$0.03	501,250	322,186
Sponsored Content	6,275	\$1.12	--	--	--	--
SEM	4,263	\$2.80	--	--	--	--
Instagram	1,481	\$5.46	--	--	--	--
FacebookVideo	449	\$29.11	85.90 %	\$0.02	886,208	761,269
Facebook	5,313	\$2.62	--	--	--	--
Total	17,843	\$3.54	78.09 %	\$0.06	1,387,458	1,083,455

CoOp Initiative Details:

- Initiatives live: Facebook, Facebook Video, SEM, YouTube, Instagram, Sponsored Content
- Reporting Period: 10/1/24-12/31/24
- Partner Run Dates: 10/1/24-12/31/24 & 4/1/25-6/30/25
- Package Initiative: Sterling Silver

Overall Digital delivery metrics:

- Total Digital Spend: \$63,119
- Total Digital Impressions: 5,991,364
- Total Clicks: 71,807
- Overall CPM: \$10.54
- Video Views: 1,387,458
- Website Sessions: 14,466
- Social Post Engagement: 908,922
- Click Through Rate: 1.20%

Spend by Medium (Digital)

- Facebook
 - Facebook saw impressive click performance achieving an impressive \$0.32 CPC and a 2.90% CTR, 222% above our benchmark of 0.90%
 - Facebook also drove impressive web analytics with a 0:55 avg TOS and an efficient \$2.62 15s TOS CPA
- Facebook Video
 - Facebook Video saw a VCR of 85.90%, 43.2% above our benchmark of 60% leading to an extremely efficient CPCV of \$0.02
 - Facebook Video also saw impressive click numbers with a \$0.83 CPC, 1.55% CTR, 0:47 avg TOS
- SEM
 - SEM drove an impressive avg TOS at 2:42, as well as a \$2.80 15s TOS CPA, and a \$1.91 CPC
 - “natural hot springs” and “hot springs new mexico” saw the most clicks overall at 1,843, and 495 respectively. “what to do in Truth or Consequences” and [Truth or Consequences attractions] were the most efficient at driving 15s TOS conversions at \$1.39 and \$1.50
- YouTube
 - YouTube saw a 64.28% VCR, 157% above our benchmark of 25% leading to a \$0.03 CPCV
 - YouTube saw an impressive 0:44 avg TOS
- Instagram
 - Instagram generated 3,602 clicks at a \$2.25 CPC and 0.54% CTR, just above our benchmark of 0.50%
 - Similar to other channels Instagram also drove a strong avg TOS at 0:43, leading to 1,481 15s TOS conversions at a \$5.46 15s TOS CPA
- Sponsored Content
 - Sponsored Content was extremely efficient at driving impressions, delivering 33% of total impressions with only 11.2% of spend
 - These efficient impressions lead it to drive the most 15s TOS actions with 6,275 and the most efficient 15s TOS CPA at \$1.12

- Facebook
 - Facebook had two creative themes running, 'EB Lake' & 'Golf'
 - 'EB Lake' was more efficient driving impressions with a \$8.82 CPM leading to it also having a slightly more efficient CPC at \$0.31
 - 'Golf' saw the better 15s TOS CPA at \$2.60 compared to 'EB Lake' at \$2.63
- Instagram
 - Instagram had two creative themes running 'Adrenaline' & 'Adventure'
 - Both creatives saw very similar click metrics at \$2.26 CPC and 0.54% CTR for 'Adrenaline' and \$2.21 CPC and 0.55% CTR for 'Adventure'
 - 'Adventure' saw the more efficient 15s TOS CPA at \$4.69 compared to 'Adrenaline' at \$5.85
- Sponsored Content
 - Sponsored Content had two creative themes running 'HotSprings' & 'EBLake'
 - Overall performance was very similar between the two, 'Hotsprings' saw a \$3.11 CPC and \$1.19 15s TOS CPA compared to 'EBLake' at \$2.99 CPC and \$1.05 15s TOS CPA
- Facebook Video
 - Facebook Video had two creative themes running 'HealingWaters' & 'TorC'
 - 'HealingWaters' was more efficient at driving impressions at a \$12.49 CPM and much more efficient at driving sessions with a \$17.59 CPS compared to \$56.31 for 'TorC'
 - 'TorC' saw a higher VCR at 92.13% compared to 'HealingWaters' at 84.30%
- YouTube
 - 'TorC' saw a higher VCR at 65.50% compared to 'HotSprings' at 62.69%

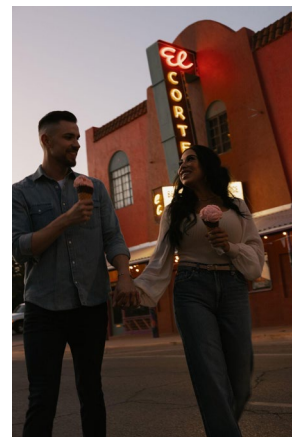
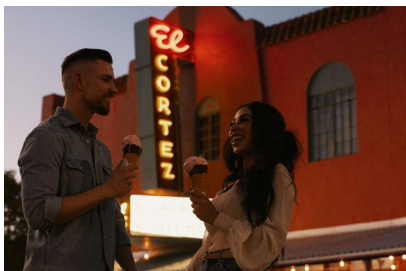
Geo Insights

- Overall we saw pretty even spend and performance between Albuquerque and El Paso, Albuquerque drove slightly more clicks at 36,246 compared to El Paso at 29,736. Albuquerque also saw a more efficient CPC at \$0.76 compared to El Paso at \$0.88

FY25 Reporting

Still Photo Shoot - Fall

[Link to final assets](#)



Golf:

 **New Mexico True**  Sponsored · 

Play golf under the sun. Truth or Consequences has 300 + days a year of sunshine. And there are great views from every hole.



sierracounty.info
Play Golf Year Round
Fun In the Sun

[Learn more](#)

   211 19 comments 6 shares

 Like  Comment  Share

EB Lake:

 **New Mexico True**  Sponsored · 

Elephant Butte Lake State Park offers kayaking, jet skiing, pontoons, sailing, waterskiing, houseboats, camping & RVing.



sierracounty.info
Water Sports Galore
An Outdoor Playground

[Learn more](#)

   367 30 comments 16 shares

 Like  Comment  Share

HealingWaters:

 **New Mexico True**   

Sponsored · 

Discover the City that changed its name in a dare – Truth or Consequences, New Mexico. Home to ancient healing waters.



   234 13 comments 21 shares

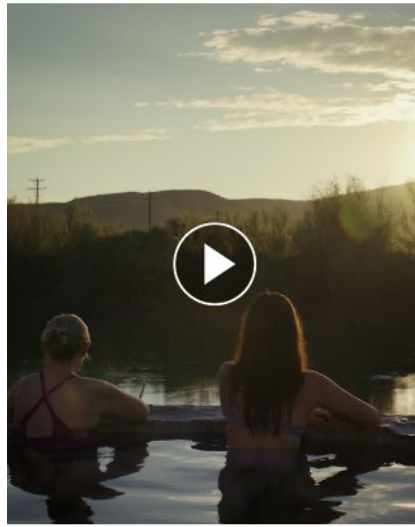
 Like  Comment  Share

TorC:

 **New Mexico True**   

Sponsored · 

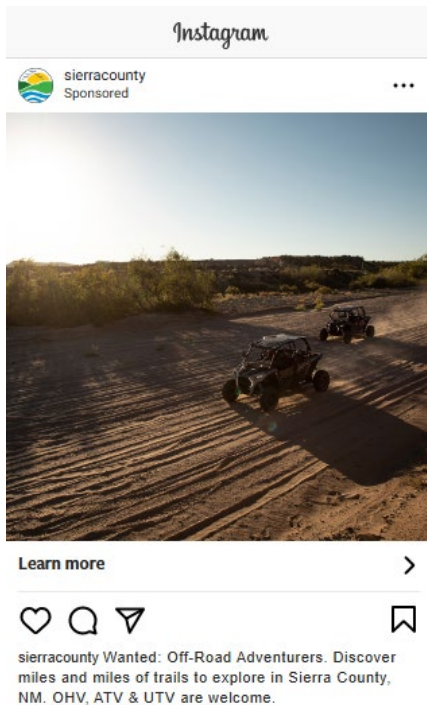
Disconnect in Truth or Consequences, NM – natural hot springs, amazing night skies, outdoor adventures and plenty of space.



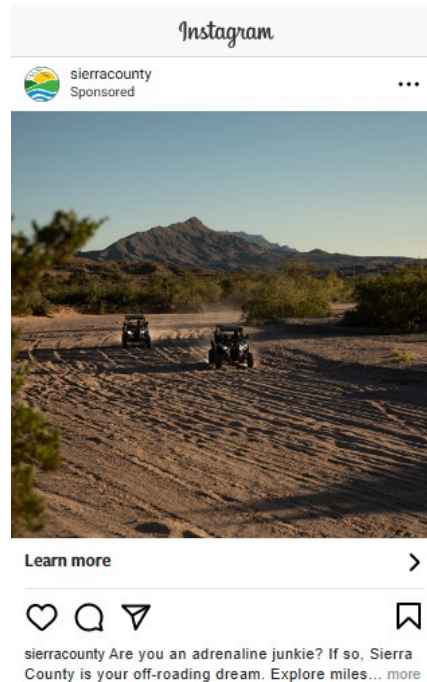
 28 1 share

 Like  Comment  Share

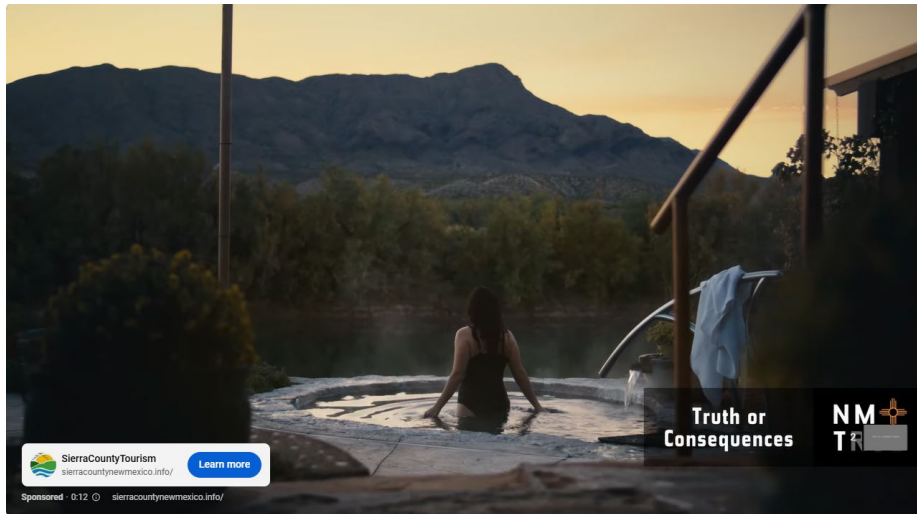
Adventure:



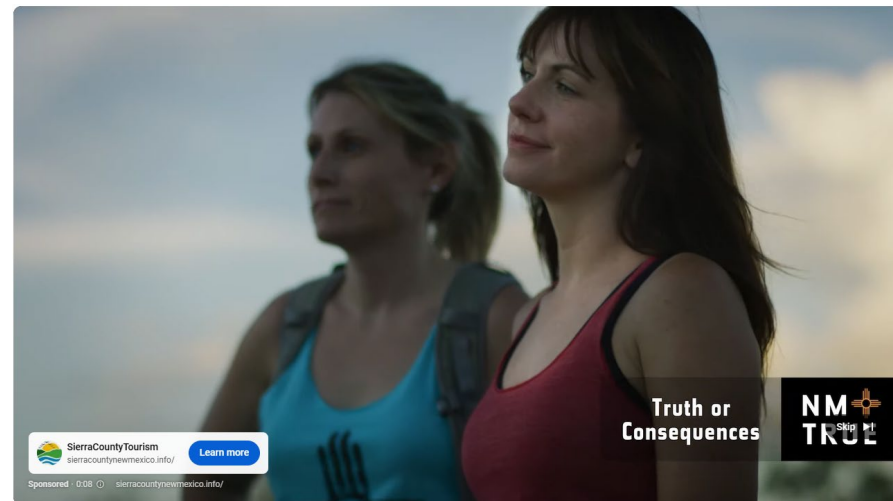
Adrenaline:



HotSprings:



TorC:



HotSprings:



sponsored by City of Truth or Consequences

Disconnect to Reconnect

Make time to unplug in Truth or Consequence's natural hot springs.

[Explore More](#)

EBLake:



sponsored by City of Truth or Consequences

Natural Water Park

Truth or Consequences, NM is home to unlimited water play

[Learn More](#)

Sponsored



www.sierracountynewmexico.info/

Relax & Rejuvenate In T Or C - New Mexico Hot Springs



Learn More About T or C's Attractions, Accommodations, Restaurants and Things To Do. Unwind With a Relaxing Vacation to T or C And Explore Our Historic Hot Springs District.

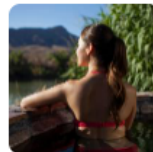
Sponsored



www.sierracountynewmexico.info/

Unwind In T Or C - Relax, Unwind, Rejuvenate

Learn More About T or C's Attractions, Accommodations, Restaurants and Things To Do. Unwind With a Relaxing Vacation to T or C And Explore Our Historic Hot Springs District.



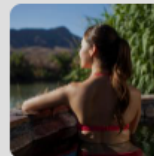
Sponsored



www.sierracountynewmexico.info/

Relax, Unwind, Rejuvenate - Hot Springs District

Discover All There is To Do & See in Truth or Consequences, and Plan Your Visit Today! Learn More About T or C's Attractions, Accommodations, Restaurants and Things To Do.



Sponsored



www.sierracountynewmexico.info/family

TorC, New Mexico - Experience Nature's Water Park



Healing hot springs, outdoor adventures, water sports & more in TorC, New Mexico. Visit Truth or Consequences & find outdoor activities for the whole family. Visit today!

Sponsored

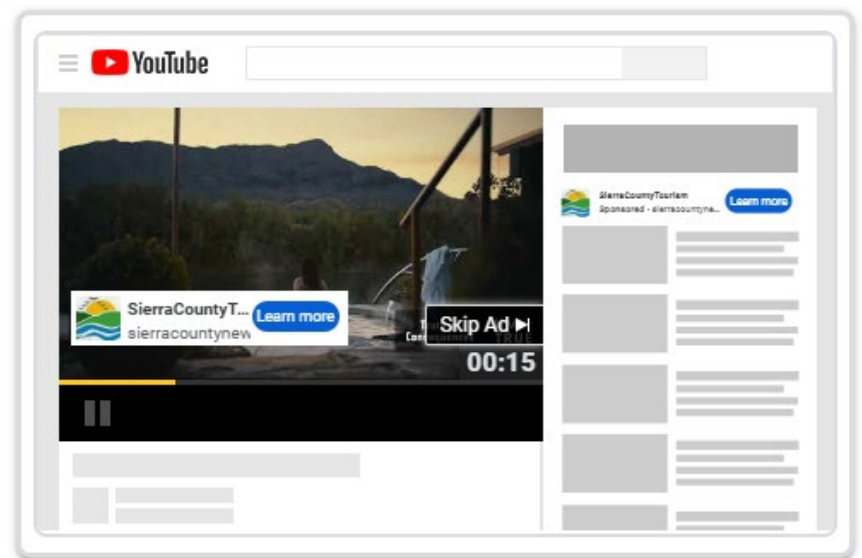


www.sierracountynewmexico.info/family

TorC, New Mexico - Experience Nature's Water Park

Healing hot springs, outdoor adventures, water sports & more in TorC, New Mexico. Visit Truth or Consequences & find outdoor activities for the whole family. Visit today!







Disconnect to Reconnect

Make time to unplug in Truth or Consequences natural hot springs.

Sponsored By [Truth or Consequences, New Mexico](#)



BUZZ WORTHY

Natural Water Park

Sponsored by Truth or Consequences, New Mexico

Truth or Consequences, NM is home to unlimited water play



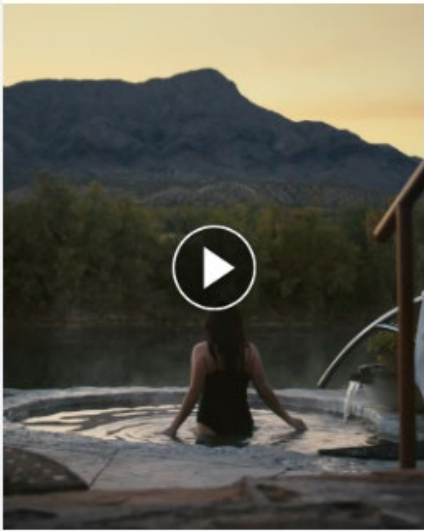
Natural Water Park

Truth or Consequences, NM is home to unlimited water play

Sponsored By Truth or Consequences, New Mexico

New Mexico True  Sponsored · 

Discover the City that changed its name in a dare – Truth or Consequences, New Mexico. Home to ancient healing waters.



 Like  Comment  Share

New Mexico True  Sponsored



[See Caption](#)

 Send message

New Mexico True  Sponsored · 

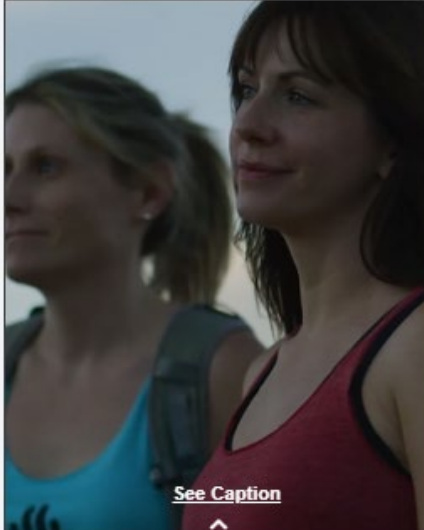
Disconnect in Truth or Consequences, NM – natural hot springs, amazing night skies, outdoor adventures and plenty of space.



 17  2 comments  3 shares

 Like  Comment  Share

New Mexico True  Sponsored



[See Caption](#)

 Learn more

New Mexico True  Sponsored · 

Play golf under the sun. Truth or Consequences has 300 + days a year of sunshine. And there are great views from every hole.



<https://sierracountynwmxico.info>
Play Golf Year Round

[Learn more](#)

 Like  Comment  Share

New Mexico True  Sponsored



Play golf under the sun. Truth or Consequences has 300 + days a year of sunshine. And there are great views from every hole. [More](#)

[Learn more](#)

Sierra County New Mexico Tourism Sponsored · 

Elephant Butte Lake State Park offers kayaking, jet skiing, pontoons, sailing, waterskiing, houseboats, camping & RVing.



<https://sierracountynwmxico.info>
sierracountynwmxico.info

[Learn more](#)

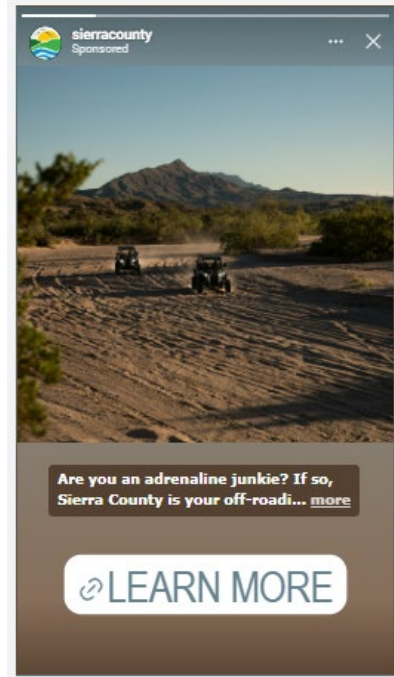
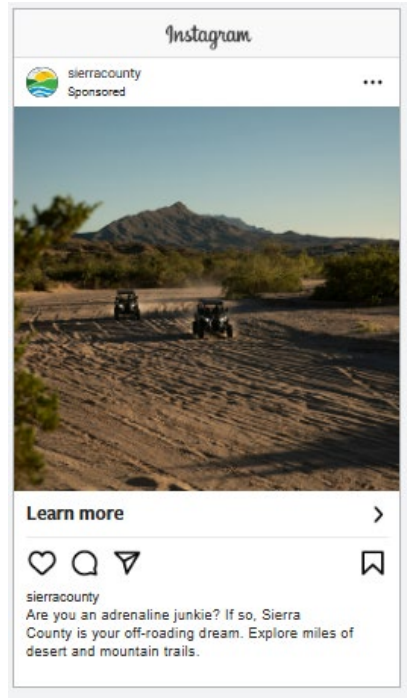
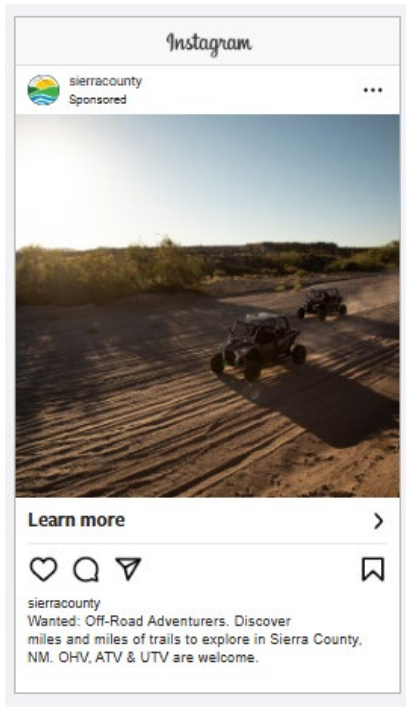
 Like  Comment  Share

Sierra County New Mexico Tourism Sponsored



Elephant Butte Lake State Park offers kayaking, jet skiing, pontoons, sailing, waterskiing, houseboats, camping & RVing. [More](#)

[Learn more](#)





Summary Insights & Future Implications



01 Optimizations & Key Takeaways

02 Implications for Future Planning

Optimizations and/or Recommendations (future)

- Moved \$1,910.39 (9.6% of total budget) from Instagram to Facebook.
This move is estimated to generate an additional 5,121 clicks, 423 sessions, and 379 15s TOS conversions over the course of the campaign

TARGETING

FY25 targeting – Gen X & Young Boomers – was very successful. I'm curious to see how the visitor demographics might change from year to year. Consider including those insights in your FY26 application.

CONTENT / CREATIVE / MESSAGING

You have a well-rounded asset library now with hot springs/wellness, downtown, and outdoor activities that will serve you well moving forward! So excited about all of the new assets in the last couple of years.

CHANNELS / TACTICS

Consider a continuing emphasis on digital video to utilize your assets.

Social influencer might be a great new way to round out your media placements (demo target depending)

OTHER

Looking forward to seeing how your FY25 spring/summer campaign performs!



Reference

01 FY25 Performance Benchmarks

02 Glossary



FY25 Benchmarks

Channels	Performance Benchmarks
Facebook Video	60% Video Completion Rate (VCR) & \$0.04 Cost Per Completed View (CPCV)
Instagram Video	30% Video Completion Rate (VCR) & \$0.10 Cost Per Completed View (CPCV)
YouTube	25% Video Completion Rate (VCR) & \$0.05 Cost Per Completed View (CPCV)
CTV	95% Video Completion Rate (VCR) & \$0.05 Cost Per Completed View (CPCV)
Programmatic Display	0.09% CTR & Impression Delivery
Page Context AI Display	0.13% CTR & Unique 15s TOS Conversions
Sponsored Content	\$2.50 CPS & Unique 15s TOS Conversions
Rich Media Ads	0.60% CTR & Unique 15s TOS Conversions
Instagram Reels	\$2 CPC, Social Post Engagements
Facebook Static	0.90% CTR & Unique 15s TOS Conversions
Instagram Static	0.50% CTR & Unique 15s TOS Conversions
NM Travel Intender (Display and Sponsored Content)	Cost/Arrival, CTR (TBD)
Facebook Remarketing	1% CTR, Unique 15s TOS Conversions & Site Actions
Managed Search	Unique 15s Time on Site Conversions, CPA

Performance can vary greatly from partner to partner, with varying target markets, demos, budgets and creative. The digital team is looking at each partner's performance by initiative and striving to improve performance over time and set realistic benchmarks per partner

Campaigns are geared toward driving a high volume of impressions to partners target markets and audiences, therefore campaigns are being optimized to drive efficient cost per thousand impressions (CPMs)

Glossary

Acronym/Term	Definition
CTR	Click through Rate; clicks divided by impressions
CPM	Cost per 1,000 impressions
CPC	Cost per click
CPCV	Cost per completed view
CPV	Cost per video view
CPA	Cost per conversion (is specific to tracked actions on each partner site and excludes 15s TOS action)
CPS	Cost per session
15s TOS CPA	Cost per 15 seconds Time On Site action
Social Post Engagement	Total number of actions taken on social ads (includes shares, reactions, saves, comments, likes, interactions, and link clicks)

FY26 NM True Cooperative Marketing Program	
Organization Name:	City of Truth or Consequences
Primary Contact:	Kim Skinner
Email:	kimskinner111@gmail.com
Phone:	575-740-1777

AWARD SUMMARY						
Type	#	Total \$ Value	NMTD \$	Partner \$ Commitment	Partner \$ Due 07/10/25	Partner \$ Due 12/02/25
MMP	8	\$154,449.00	\$102,966.00	\$51,483.00	\$25,741.50	\$25,741.50
FLEX	0	\$0.00	\$0.00	\$0.00	N/A	N/A
Total	8	\$154,449.00	\$102,966.00	\$51,483.00	\$25,741.50	\$25,741.50

Initiative	Details	#	Total \$ Value	NMTD \$	Partner \$ Commitment	Partner \$ Due 07/10/25	Partner \$ Due 12/02/25
MMP AWARDS							
Managed Search (Minimum 2 Opt-ins)	Details	2	\$31,200.00	\$20,800.00	\$10,400.00	\$5,200.00	\$5,200.00
Sterling Silver PACKAGE (Consideration): Meta (FB & IG) Static, Facebook Video, Sponsored Content, YouTube	Details	1	\$51,000.00	\$34,000.00	\$17,000.00	\$8,500.00	\$8,500.00
YouTube (available as add-on to Package ONLY)	Details	1	\$12,000.00	\$8,000.00	\$4,000.00	\$2,000.00	\$2,000.00
Meta (Facebook and/or Instagram) Video Ads (available as add-on to Package ONLY)	Details	1	\$12,000.00	\$8,000.00	\$4,000.00	\$2,000.00	\$2,000.00
NM Travel Intender Ads (available as add-on to Package ONLY)	Details	1	\$15,000.00	\$10,000.00	\$5,000.00	\$2,500.00	\$2,500.00
El Paso Programmatic Digital Out-of-Home (12 weeks)	Details	1	\$21,000.00	\$14,000.00	\$7,000.00	\$3,500.00	\$3,500.00
New Mexico True Adventure Guide Print Ad (Full Page)	Details	1	\$12,249.00	\$8,166.00	\$4,083.00	\$2,041.50	\$2,041.50



2025-2026 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Veterans Memorial Park & House
Project/Event Name	Billboard
Event Date(s) and Location (if applicable)	342 days a year
Event Organizer & Title within Organization (if applicable)	Windy Barnes - Vice Pres
Phone Number of Organizer	575 952 0484
Email of Organizer	WindyAllenBarnes@gmail.com
Organization Address	996 South Broadway
Organization's Contact Person (If different than event organizer)	Maggie Allen
Contact Phone and Email for Organization's Contact Person	maggie@eesallen 42@gmail.com

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: (Must match application page 4)	\$ 4,273.34
Anticipated Attendance (not including volunteers/staff):	35,480

PART 3: CRITERIA

Was this project/event funded in 2023-2024? Circle one: Yes/No

How many times has your event occurred? List previous events years. If new, indicate "new":

2004 to current

1. Define/Describe the overall project/event (what is happening at the event?):

Advertisement on I-25 North 24 hours
a day everyday of the year.

140'x48' Billboard

2. Who is your target audience for your project/event and advertising (who do you want to attend?)

every driver and passenger on I-25

We would love for everyone to attend
and enjoy the park as much as we do.

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?

Heavy I-25 traffic and word of
mouth. People spreading the word
how beautiful the park and park
is.

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?

5. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees:

Sign in sheets, School field trips
word of mouth pamphlets

6. How many Facebook followers do you have for this event page or organization page (for a project)? _____ Instagram followers? _____

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate will be ad revenue will be generated? NO

8. If you are asking for funding for an existing website, be sure to attached analytics from previous year.

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers' Tax Board

reserves the right to recommend denying funding of specific items within this budget during their recommendation to City Commission.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
hamme	Billboard	\$4273.84
TOTAL AMOUNT REQUESTED: Must match page 1.		4273.84

PART 5: FINANCIAL DISCLOSURE CHECKLIST

As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information. You are only required to submit this information once per fiscal year.

- ☒ IRS and Secretary of State proof of Good Standing
- ☐ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after

the event or project completion, except when the events or projects occur between April 1st and May 15th, such evaluations must be submitted by the last day of May.

Print your name and title:

Lindy Barnes Vice President

Signature:

Lindy Barnes

Date:

5-8-2025.

Veterans Memorial Park

EIN: 56-2440106 | T Or C, New Mexico, United States

Other Names

VETERANS MEMORIAL PARK & MUSEUM

Veterans Memorial Park & Museum

Publication 78 Data

Organizations eligible to receive tax-deductible charitable contributions. Users may rely on this list in determining deductibility of their contributions.

On Publication 78 Data List: Yes

Deductibility Code: PC ⓘ

Auto-Revocation List

Organizations whose federal tax exempt status was automatically revoked for not filing a Form 990-series return or notice for three consecutive years.

Important note: Just because an organization appears on this list, it does not mean the organization is currently revoked, as they may have been reinstated.

Exemption Type: 00 ⓘ

Exemption Reinstatement Date:

Revocation Date: 05-15-2010

Revocation Posting Date: 11-12-2012

Determination Letter

A favorable determination letter is issued by the IRS if an organization meets the requirements for tax-exempt status under the Code section the organization applied.

Final Letter(s)

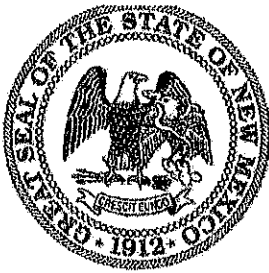
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[https://apps.irs.gov/pub/epostcard/dl/FinalLetter_56-
2440106_VETERANSMEMORIALPARK&MUSEUM_08012012_01.tif]

Form 990-N (e-Postcard)

Organizations who have filed a 990-N (e-Postcard) annual electronic notice.
Most small organizations that receive less than \$50,000 fall into this category.

- ✓ **Tax Year 2024 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2023 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2022 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2021 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2020 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2019 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2018 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2017 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2016 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2015 Form 990-N (e-Postcard)**
- ✓ **Tax Year 2014 Form 990-N (e-Postcard)**

✓ **Tax Year 2013 Form 990-N (e-Postcard)**



STATE OF NEW MEXICO
MAGGIE TOULOUSE OLIVER
SECRETARY OF STATE

Certificate of Good Standing and Compliance

IT IS HEREBY CERTIFIED THAT:

VETERANS MEMORIAL PARK/MUSEUM
2341261

the above named entity, a Corporation incorporated under the laws of New Mexico, is duly authorized to transact business in New Mexico as a Domestic Nonprofit Corporation, under the

Nonprofit Corporation Act

53-8-1 to 53-8-99 NMSA 1978

having filed its Articles of Incorporation on April 23, 2003, and Certificate of Incorporation issued as of said date.

It is further certified that the fees due to the Office of the Secretary of State which have been assessed against the above named entity have been paid to date and the entity is in good standing and duly authorized to transact business as its existence has not been revoked in New Mexico. This certificate is not to be construed as an endorsement, recommendation, or notice of approval of the entity's financial condition or business activities and practices.

Certificate Issued: **September 18, 2023**

In testimony whereof, the Office of the Secretary of State has caused this certificate to be signed on this day in the City of Santa Fe, and the seal of said office to be affixed hereto.



Maggie Toulouse Oliver

Maggie Toulouse Oliver
Secretary of State

Certificate Validation #: 0080146

A certificate issued electronically from the New Mexico Secretary of State's office is immediately valid and effective. The validity of a certificate may be established by viewing the Certificate Validation option on the Business Filing System at <https://portal.sos.state.nm.us/bfs/online> and following the instructions displayed under Certificate Validation.

7/12/2021

Gmail - (no subject)

Gmail

Windy Barnes <windyallenbarnes@gmail.com>

(no subject)

1 message

Windy Barnes <windyallenbarnes@gmail.com>
To: windyallenbarnes@gmail.com

Mon, Jul 12, 2021 at 4:08 AM



ID# 000330001d

00000000

New America, 140' X 40'
Substrate: Heavy Vinyl/KoFos
Panel: 300-400 sq. ft. / 100' X 40'
Artist: Shana M. L.
Vendor: New America

00000000

Trayee: 10/10
The son of a graduate



2025-2026 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	MainStreet Truth or Consequences
Project/Event Name	"Redefine" Marketing Campaign
Event Date(s) and Location (if applicable)	Not an event
Event Organizer & Title within Organization (if applicable)	Becca Eza; Executive Director
Phone Number of Organizer	828-980-8229
Email of Organizer	director@torcmainstreet.org
Organization Address	P.O. Box 1602 (mailing) 308 S. Pershing (physical)
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: (Must match application page 4)	\$37,780
Anticipated Attendance (not including volunteers/staff):	n/a

PART 3: CRITERIA

Was this project/event funded in 2024-2025? Yes - this is a continuation of the project.

How many times has your event occurred? List previous events years. If new, indicate "new":

Not an event - this is the continuation of a marketing campaign to promote Truth or Consequences

1. Define/Describe the overall project/event (what is happening at the event?):

"Redefine" is a marketing campaign undertaken by MainStreet Truth or Consequences to promote the city of Truth or Consequences. The campaign revolves around word "redefine", using simple phrases such as "Redefine Office Space" (an image of a person in a hot spring with a laptop perched on the edge); "Redefine Traffic" (tubers on the river); "Redefine Date Night" (a couple enjoying Second Saturday Art Hop), etc.

We're not just redefining the specific terms, we're also redefining Truth or Consequences. In the past, the city has often had either a bad reputation or no reputation at all. This campaign will build on recent success and city revitalization, to market all our assets to likely tourists throughout the region.

The first part of the campaign (funded during FY24-25) included print ads, digital billboards, social media, a new T or C -specific tourism website, finalizing the Relocation Guide, and promotional items with the city's "new" tourism logo.

In FY 25-26 we are asking for additional funding to finish and produce a TV commercial, do a 1-day photoshoot for additional marketing images, and broadcast the commercial.

2. Who is your target audience for your project/event and advertising (who do you want to attend?)

Tourists/travelers who live in cities throughout the region (NM/west TX/southern AZ)

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?

We plan to contract with stations in Albuquerque, El Paso, and Phoenix to broadcast the commercial in their markets (broadcast TV, digital, and streaming).

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?

This part of the campaign does not include printed materials, but nearly all of the commercial viewers will be outside of Sierra County.

5. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees:

We will assess the campaign's success using Google analytics from the new tourism website and increased visitation by tourists from these targeted markets, as reported by the Visitors center and local hotels/other businesses.

6. How many Facebook followers do you have for this event page or organization page (for a project)? _6K (MainStreet); _ Instagram followers? __720 (MainStreet)___

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate will be ad revenue will be generated?

No ad revenue to be generated in 2025-2026.

8. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.

n/a

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers' Tax Board reserves the right to recommend denying funding of specific items within this budget during their recommendation to City Commission.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
Filmshark Media	Video production, models, 1-day photo shoot, and post-production	\$5,257
KPNX Phoenix KTSM El Paso KRQE ABQ	Broadcasting the commercial on TV, digital, and streaming - \$10k budget per TV station (plus sales tax)	\$32,523
TOTAL AMOUNT REQUESTED: Must match page 1.		\$37,780

PART 5: FINANCIAL DISCLOSURE CHECKLIST

As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information. You are only required to submit this information once per fiscal year.

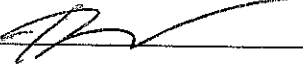
☐ IRS and Secretary of State proof of Good Standing

☒ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion, except when the events or projects occur between April 1st and May 15th, such evaluations must be submitted by the last day of May.

Print your name and title: Becca Eza - Executive Director, MainStreet TorC

Signature: 

Date: 7/21/2025



2024-2025 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Sierra County Rock and Gem Society, SCRAGS, local non-profit in good standing
Project/Event Name	Truth or Consequences Rock and Gem Show
Event Date(s) and Location (if applicable)	March 7-8, 2026 Sierra County Fair Barn
Event Organizer & Title within Organization (if applicable)	Megan Holden SCRAGS Show Committee Chair
Phone Number of Organizer	978-335-2899
Email of Organizer	scragssierracounty@gmail.com
Organization Address	SCRAGS PO Box 766 Elephant Butte, NM 87935
Organization's Contact Person (If different than event organizer)	Dan Lorimier SCRAGS Club Secretary
Contact Phone and Email for Organization's Contact Person	575-740-2927 dlorimier1948@gmail.com

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: (Must match application page 4)	\$23,700
Anticipated Attendance (not including volunteers/staff):	2,500+

PART 3: CRITERIA

Was this project/event funded in 2025? Yes

How many times has your event occurred? List previous events years. If new, indicate "new":

2023, 2024, 2025

1. Define/Describe the overall project/event (what is happening at the event?):

The 2026 Truth or Consequences Rock and Gem Show will be our fourth annual event featuring over 30 vendors selling rocks and gems, jewelry and related items, field trips geared to the public and rockhounding enthusiasts alike, and fun activities for kids. There will be additional activities including gold and sapphire panning, educational presentations and demonstrations.

2. Who is your target audience for your project/event and advertising (who do you want to attend?)

People of all ages. People interested in outdoor activities, rocks and minerals, and those looking to learn something new. Rock and gem shows are a great place to buy unique gifts. Mineral collectors are also a target audience. Kids also love to learn new things.

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?

All of New Mexico, northern Texas, Arizona, Colorado. Other similar shows in NM draw people from all over. Vendors will also take our postcards to their shows in other states.

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?

80%. Postcards and posters will be mailed and hand-delivered to other rock and gem shows, the numerous rock and gem shops and clubs throughout NM and surrounding states, and other targeted locations throughout the area. Vendors take postcards to other shows. With your support, we will continue to advertise in New Mexico Magazine. We believe this has been essential to the show's success.

5. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees:

This is the fourth year of an annual event with free admission. We plan to judge success by increased hotel stays, attendance, funds generated for our non-profit club and our vendors, and vendor satisfaction. Also, the excitement of attendees! Our main goal is to increase the public's interest in geology, mineral collecting, and the outdoors. We are including a number of family friendly activities to inspire the next generation. Introducing those from outside Sierra County to the hot springs and unique offerings of the area will hopefully bring them back again and again!

We plan to count attendees and will track club income. We will collect attendees' email addresses to be notified about next year's event, in order to enter for the door prizes. On this ticket, we will ask whether the attendee stayed overnight in TorC, as we did at this year's show. We will share all of these metrics with the City.

6. How many Facebook followers do you have for this event page or organization page (for a project)? Instagram followers?

SCRAGS currently has over 2,000 Facebook followers. The page for the 2025 show has over 800 followers. We do not have an Instagram account as of yet.

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate will be ad revenue will be generated?

We do plan to sell advertising next year. Our volunteers were extremely successful in soliciting sponsorships this year. We collected \$4,600. We hope to collect a similar amount next year. Our show brings a large number of people to TorC, so we hope local businesses will continue to be enthusiastic about supporting us.

8. If you are asking for funding for an existing website, be sure to attach analytics from previous year.

Analytics are attached.

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers' Tax Board reserves the right to recommend denying funding of specific items within this budget during their recommendation to City Commission.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
New Mexico Magazine	Print and online ads	\$4,700
Santa Fe Reporter	Print and online ads	\$1,800
Local IQ	Print and online ads	\$2,000
Albuquerque Journal	Print and online ads	\$2,000
Desert Exposure	Print and online ads	\$1,000
The Ink	Print ads	\$800
El Paso Spotlight	Print and online ads	\$300
El Defensor Chieftain	Print and online ads	\$500
Ruidoso News	Print and online ads	\$500
Silver City Daily Press and Independent	Print and online ads	\$500
Facebook/Instagram	Social media ads	\$1,000
Talon Septic	Port-a-potties & washing stations	\$900
Security	Overnight security	\$1,200
WX Fire Graphics	Banners	\$750
Chris Krieg Murals	Billboard	\$250
Billboards	Billboards along I-25	\$3,000
Home Depot	Tables	\$2,500
TOTAL AMOUNT REQUESTED: Must match page 1.		\$23,700

PART 5: FINANCIAL DISCLOSURE CHECKLIST

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- ☐ IRS and Secretary of State proof of Good Standing
- ☐ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion, except when the events or projects occur between April 1st and May 15th, such evaluations must be submitted by the last day of May.

Print your name and title: Megan Holden, Show Chair

Signature: M Holden

Date: 7/23/25