

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, JULY 26, 2021**

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 26, 2021 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
Theresa King, Member
Linda DeMarino, Member

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of May 24, 2021

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

4. OLD BUSINESS:

- a. Discussion/Action: Review/recommendation of proposed changes to the Lodgers Tax Funding Guideline's approved by the City Commission on 3/31/2019.
- b. Discussion/Action: Review/recommendation of the Lodgers Tax Award Tracking Sheet.
- c. Discussion/Action: Review/recommendation of the Lodgers Tax Quarterly Report.
- d. Discussion/Action: Review/recommendation of the Lodgers Tax Available Funds Report.
- e. Discussion/Action: Chamber of Commerce FY 21/22 Request for Funding. Tammy Gardner, Executive Assistant

5. NEW BUSINESS:

- a. Discussion/Action: Application Review & Allocation Recommendations for FY 2021/2022.
 - I. Chamber of Commerce
 - II. Veterans Memorial Park & Museum
 - III. MainStreet Truth or Consequences

NEW BUSINESS Continued...

- b. Discussion/Action: Recommendation for re-appointment of Board Member Teresa King.
- c. Discussion/Action: Possible re-organization of Chairman and Vice-Chairman.

6. REPORTS FROM THE BOARD

7. REPORTS FROM STAFF

8. ADJOURNMENT

2. APPROVAL OF MINUTES:

- a. Regular Minutes from May 24, 2021

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, MAY 24, 2021**

MINUTES

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, May 24, 2021 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER:

This meeting was called to order by Vice-Chairman Kelley.

ROLL CALL:

Jake Foerstner, Chairman - Absent
Gina Kelley, Vice-Chairman
Theresa King, Member
Linda De Marino, Member

ALSO PRESENT:

Bruce Swingle, City Manager
Kristin Saavedra, Chief Procurement Officer
Dawn C. Barclay, Deputy City Clerk

1. APPROVAL OF AGENDA:

Member De Marino made a motion to approve the agenda. Member King seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of March 30, 2021
- b. Workshop Meeting Minutes of April 13, 2021
- c. Special Meeting Minutes of April 13, 2021

Member King made a motion to approve Regular Meeting Minutes of March 30, 2021, Workshop Meeting Minutes of April 13, 2021 and Special Meeting Minutes of April 13, 2021. Member De Marino seconded the motion. Motion carried unanimously.

3. COMMENTS FROM THE PUBLIC:

There were no comments from the public.

4. RESPONSE TO COMMENTS FROM THE PUBLIC:

There were no responses to comments from the public.

5. OLD BUSINESS:

a. Discussion/Action: Recommendations for the proposed changes to the Lodgers Tax Funding Guideline's approved by the City Commission on 3/31/2019:

Vice-Chairman Kelley took a minute to explain to Mr. Swingle how the board would like to follow/mimic the Sierra County's guidelines. They went on to discuss all proposed changes page by page. The board then agreed that Vice-Chairman Kelley will make a new word document. A copy will be submitted to Chief Procurement Officer, Kristin Saavedra to be presented to the City Commission.

Vice-Chairman Kelley made a motion to approve the Recommendation for the proposed changes to the Lodgers Tax Funding Guideline's approved by the City commission on 3/31/2019. Member De Marino agreed with the motion. Member King seconded. Motion carries unanimously.

6. NEW BUSINESS:

a. Discussion/Review: Lodgers Tax Recipients 3rd Quarter Reports:

Vice-Chairman Kelley recapped all attached documents. Making one note in regards to the Sierra County Recreation & Tourism Advisory Board. She stated they were a "contract for services" and they are paid through Lodgers Tax via the City Manager's Office. Ms. Saavedra explained she included them on the report because they received Lodgers Tax instead of Co-op funds for this year.

Some clarification was needed for missing participant's reports. This was due to no issued funding. There has been some discussion to phase out the quarterly reports all together because the reporting form does not state that the recipient must report a -0- funding award.

b. Discussion/Action: Review/adoption of Expenditure Guidelines Chart:

A sample was submitted of the expenditures report from Gallup, NM. The board reviewed it and made a suggestion to add to the Guidelines. The board feels this report will help benefit the recipients to understand what is required. That new draft will then be discussed further at the next scheduled meeting. No action was taken.

c. Discussion/Action: Chamber of Commerce FY 21/22 Request for Funding:

Cary "Jagger" Gustin was present and represented the Chamber of Commerce regarding request for funding for distribution of pamphlets. The board asked for a number count for the pamphlets that

need to be printed. They also discussed two options for distribution companies that could be used. The board decided to table this item until these questions could be answered.

Member De Marino motioned to table this item until the question could be answered. Member King seconded. Motion carried unanimously.

7. REPORTS FROM THE BOARD:

Member De Marino commented on how well the procedure is going with revamping and updating the Lodgers Tax documents. She feels this will have a positive impact on the requestors, as well as the tax payer's having knowledge on how the tax payer's money is being used in a positive way.

8. REPORTS FROM STAFF:

Ms. Saavedra requested that they cc Executive Assistant, Tammy Gardner in any future emails sent to her.

The Board discussed the next meeting date which will be on Monday, July 26, 2021 at 12:00pm.

9. ADJOURNMENT:

There being no further business to come before the Lodger's Tax Advisory Board.

Member De Marino made a motion to adjourn the meeting. Member King seconded the motion. Motion carried unanimously.

PASSED AND APPROVED ON THIS 26th DAY OF JULY 2021.

Jake Foerstner, Chairman
Lodger's Tax Advisory Board

4. OLD BUSINESS:

- a. Discussion/Action: Review/recommendation of proposed changes to the Lodgers Tax Funding Guideline's approved by the City Commission on 3/31/2019.
- b. Discussion/Action: Review/recommendation of the Lodgers Tax Award Tracking Sheet.
- c. Discussion/Action: Review/recommendation of the Lodgers Tax Quarterly Report.
- d. Discussion/Action: Review/recommendation of the Lodgers Tax Available Funds Report.
- e. Discussion/Action: Chamber of Commerce FY 21/22 Request for Funding. Tammy Gardner, Executive Assistant.



TRUTH OR NEW MEXICO **CONSEQUENCES**

City of Truth or Consequences Lodgers' Tax Funding Guidelines

Table of Contents

- Overview of City Lodger’s Tax Ordinance.....X
- Eligible Uses.....X
- Eligibility.....X
- Lodgers’ Tax Agreement.....X
- Payment Reimbursements.....X
- Payment Reimbursement Requirements.....X
- Eligible and Ineligible Costs.....X
- Contractor Responsibilities.....X
- Forms.....X
- Amendments.....X
- Contacts.....X

Overview of Lodgers' Tax

- **Sec. 7-196. Title of article.**
 - This article shall be known as and may be cited as "The Lodgers' Tax Ordinance." (Ord. No. 442, § 1, 8-12-96)
- **Sec. 7-197. Purpose of article.**
 - The purpose of this article is to impose a tax which will be borne by persons using commercial lodging accommodations which tax will provide revenues for the purpose of advertising, publicizing and promoting tourist-related attractions, facilities and events, and acquiring, establishing and operating tourist-related facilities, attractions or transportation systems, as authorized in section 17 of this article.
- **Sec. 7-199. Imposition of tax.**
 - There is hereby imposed an occupancy tax of **five percent** of gross taxable rent for lodging within the municipality paid to vendors.

Overview of Lodgers' Tax

Eligible Uses

- **Sec. 7-212. Eligible uses of lodgers' tax proceeds.**
 - (a) The Municipality may use the proceeds from the tax to defray the costs of:
 - (1) collecting and otherwise administering the tax, including the performance of audits required by the Lodgers' Tax Act pursuant to guidelines issued by the Department of Finance and Administration;
 - (2) establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping, furnishing or acquiring real property or any interest in real property for the site or grounds for tourist-related facilities, attractions or transportation systems of the Municipality, the county in which the Municipality is located or the county;
 - (3) the principal of and interest on any prior redemption premiums due in connection with and any other charges pertaining to revenue bonds authorized by section 3-38-23 or 3-38-24 NMSA 1978;
 - (4) advertising, publicizing and promoting tourist-related attractions, facilities and events of the Municipality or county and tourist facilities or attractions within the area;
 - (5) providing police and fire protection and sanitation service for tourist-related events, facilities and attractions located in the Municipality; or
 - (6) any combination of the foregoing purposes or transactions stated in this section, but for no other municipal purpose.

Overview of Lodgers' Tax

Eligibility

Lodgers' Tax recipients are required to be nonprofits.

- A current certificate of this status must be submitted with the lodgers' tax application.
- Subsequent changes in status must be reported to the Lodgers Tax Advisory Board.

Lodgers Tax Advisory Board will consider holding back a portion of no more than 20% of the funds to be awarded later in the year.

Lodgers' Tax Application

- Applications are examined carefully as there are usually more requests for funds than are available.
- The application process normally starts in March or April by publishing notices that the City is accepting applications.
 - City Website
 - Local Newspapers
- Applications must be completely filled out and signed.
- A certificate or an online screenshot of nonprofit status must be submitted with the grant application for both the Internal Revenue Service (IRS) and the Office of the Secretary of State (SOS).
- ***Application must have all of the above to be eligible for consideration.***
- The Lodger's Tax Advisory Board (LTAB) reviews the applications and makes recommendations to the City Commission.
- The City Commission reviews the applications and allocates the funds at a regular City Commission meeting. The City Commission may alter and/or adjust any LTAB recommendation.
 - Applicants are invited to this meeting.
 - It is recommended that recipients wait for the commission approval prior to implementing their projects.

Lodgers' Tax Agreement

- Lodgers' Tax contracts between the City and Contractor are for Advertising & Promotion.
- Section 2 of the Contract requires contractors to:
 - “Advertise, publicize and promote the City and its facilities as a tourism attraction. Such publicizing and promoting shall include but not be limited to the advertising of the Fairgrounds, Civic Center, Museums, Convention Center and other City and area resources and attractions.”
- The purpose of the Tax is to bring **OVERNIGHT** visitors to the City.
- No less than seventy-five percent (75%) of advertising budget (print, internet, billboard, TV, & radio) must be placed OUTSIDE of Sierra County. We encourage you to use local vendors when feasible (i.e. graphic design, printing, web hosting, t-shirt manufacturing etc.)
- Promotion and advertising shall be adhered to per the approved application submitted by the Contractor and attached as ‘Exhibit A’ to the Grant Agreement.
- ‘Exhibit A’ shall be known as the ‘Scope of Work’ which represents the approved manner that the allocated funds can be spent.
- The contractor shall designate a representative and an alternate to serve as the point of contact and authorized representative to spend funds.
 - The representative may be called upon to attend Lodgers' Tax meetings or meet with city staff to answer questions regarding their activities and/or submittals.

Payment Reimbursements

- Print media, television ads, billboards, radio ads, and online ads of the Contractor which are paid for from Lodgers' Tax monies shall include the following:
 - All recipients of lodgers' tax funds must list the City of T or C as a contributor on all advertisements and printed materials by using the adopted T or C brand logo. Logos and the guide for usage will be provided at the time of award notification.
 - Radio ads shall include the radio advertisement script and proof of performance via a report generated by the radio station.
 - Social media and web site banner ads are eligible expenses and do not require branding.
- Please contact the City Clerk's office, torcclerk@torcnm.org for City logo.
- Exceptions may be made in regards to exclusion of City Logo on small promotional items i.e. small pens or small key rings.
- Websites – costs related to design and maintenance are eligible costs.
- Facebook and other Social Media – advertisements are allowable expenses.
- The City determines which expenditures are allowable and are in compliance with the purpose of this contract. (Sec. 4 a)
- If determined to be an eligible purchase, the City will pay the Contractor for reimbursement. (Sec. 4 b)
- Rejected payments can be submitted to the Lodgers Tax Board for consideration and recommendation for submission to the City Commission.

Payment Reimbursement Requirements

- All invoices must be presented to the City Manager's Office for review and approval within 90 days of the event or project implementation.
- All funds must be spent and invoices turned into the City Manager's Office **no later than the last business day in May unless prior written approval from the City Manager's office has been obtained.**
- Invoices submitted after that date **WILL NOT BE PAID** and will be the responsibility of the Contractor.
- For advertisements and/or publications, provide an electronic or printed tear sheet. A **tear sheet** is a page cut or torn from a publication to prove to the client that the advertisement was published.
- Invoices, checks, and form amounts **that do not match, must include an explanation.** I.e. invoice is for \$525 and the allocation is \$500. The organization then pays \$25, an explanation must be included on the reimbursement form)
- Reimbursements can be submitted as frequent as needed.

Eligible Costs

- **Media placement:** cost of insertion of ads in media including print, electronic, web/Internet and outdoor; rental of billboard, website development & hosting, information applied to Kiosks, and other automated forms of advertising.
- **Printing:** cost of printing and distribution of promotional materials including media packets, promotional brochures, posters, etc. Reprints shall meet current criteria. In the event that ad sales have been made on any brochures, vacation guides and similar publications, the City requires reporting of revenue generated in ad sales and cost of printing, the difference is eligible for reimbursement.
- **Registration fees and booth rental:** costs for conferences where representation by the Organization is clearly a part of the marketing plan.
- **Video:** Production of a community, partnership, or statewide promotional video/CD-ROM/DVD that is part of the organization's marketing effort for use in various broadcast media. **Produced videos on flash drives, dvd, cd-rom etc. cannot be offered for sale.**
- **Mailing lists:** Cost for purchase of targeted marketing mailing lists.
- **New Mexico Tourism Department (NMTD) Sales & Media Outreach Missions, Trade Shows:** Costs for NMTD sponsored registration and booth space through the NMTD's tourism promotion programs when space is available and NMTD opens participation.
- **Production costs:** Costs of producing an advertisement, brochure, internet data and graphics, website development (including hosting), typesetting, photography, rendered art, purchase of trade show booth.
- **Fulfillment costs:** Shipping as it applies to fulfilling requests for visitor information.
- **Public Relations:** Public relation services related to tourism promotion.
- **Promotional Items:** T-shirts, Key rings, pins, calendars, litter bags, posters, and similar items not to exceed 20% of the total amount funded.

Ineligible Costs

- **Commissions:** Advertising agency commissions
- **Fulfillment costs:** Envelopes and supplies
- **Communications:** Telephone expenses
- **Travel Expenses:** Any expenses related to travel including lodging, meals, airfare, and gas. An exception may be made for the cost of gas incurred while distributing printed materials outside of Sierra County.
- **Administration:** Salaries, over-run, overhead, entertainment, meals, beverages, supplies, taxes and other categories, not specifically allowed in eligible costs.
- **Items for sale:** Promotional items produced for sale such as Videos/CD's/DVD's, brochures, t-shirts, posters, calendars, etc.
- **Equipment:** Any purchase of equipment and/or furnishings.

Contractor Responsibilities

It is the responsibility of the Contractor:

- To keep a running total of their unused and available Lodgers' Tax award.
- To report all advertising revenues for projects funded in part by lodgers' tax.
- To assign a signatory authority and responsible financial representative.
- To sign all reimbursement forms or requests for payment.
 - Requests must be submitted in writing using the City's form.
- To notify the City their "remit to" address where they want the check sent.

Lodger's Tax Funding Application

(Insert New Lodgers' Tax Funding Application Form)

Lodger's Tax Reimbursement Request Form

(Insert New Reimbursement Request Form)

60 Day Spending & Follow Up Report

(insert report)

- Reports are used to gauge activity and ensure grant compliance with agreement.
- **Failure to report can affect future funding requests, including reports with no activity.**

Contractor Amendments To Approved Lodgers' Tax Funding Requests

CAN

- Budget Categories*
 - Funds may be moved from one category to another category.
- Scope of Work*

*** Must have prior approval from the Lodgers' Tax Advisory Board and/or City Manager's Office.**

CANNOT

- Request an extension of time.
- Request transfer of funds to another organization

Contacts

- **Contact To Be Determined:**
 - Review payment requests for compliance with agreements and process compliant payments.
 - Submit copies of reports to City Hall.
 - Any other duties requested by the LTAB
- Angela Torres, atorres@torcnm.org, 894-6673 Ext. 302
- Dawn Barclay dbarclay@torcnm.org, 894-6673 Ext. 304
 - Prepare meeting Agendas & Minutes
 - Forwards reports to Lodgers' Tax Advisory Board.
 - Place on the LTAB calendar request for changes to agreement and/or use of funds.

Lodgers' Tax Award Tracking Sheet

Lodgers' Tax Meeting Date: _____

Applicant: _____

Project(s) Applied For:

1) _____

Amount Requested: _____ Amount Approved: _____

Approved _____ Postponed _____ Denied _____

Reason for Postponement or Denial: _____

2) _____

Amount Requested: _____ Amount Approved: _____

Approved _____ Postponed _____ Denied _____

Reason for Postponement or Denial: _____

Fund 477
12/31/2019

Lodger's Tax Financial Information

Year	Month	Rev./Month	Exp./Month	Beginning Balance 7/2019		\$ 6,559.39
				YTD Rev.	YTD Exp.	Fund Balance
4th QT 2018/19	April	\$ 789.92	\$ -	\$ 5,939.09	\$ 7,202.48	\$ 5,450.87
	May	\$ 1,363.42	\$ 253.44	\$ 7,302.51	\$ 7,455.92	\$ 6,560.85
	June	\$ 382.29	\$ 383.75	\$ 7,684.80	\$ 7,839.67	\$ 6,559.39
		\$ 2,535.63	\$ 637.19	\$ 7,684.80	\$ 7,839.67	\$ 6,559.39
2019/20 1st QT	July	\$ 674.64	\$ -	\$ 674.64	\$ -	\$ 7,234.03
	August	\$ 306.59	\$ -	\$ 981.23	\$ -	\$ 7,540.62
	September	\$ 419.60	\$ 259.87	\$ 1,400.83	\$ 259.87	\$ 7,700.35
	Sep - 2019	\$ 1,400.83	\$ 259.87	\$ 1,400.83	\$ 259.87	\$ 7,700.35
2nd QT	October	\$ 1,140.83	\$ 537.18	\$ 2,541.66	\$ 797.05	\$ 8,304.00
	November	\$ 965.40	\$ 252.37	\$ 3,507.06	\$ 1,049.42	\$ 9,017.03
	December	\$ 540.48	\$ 300.00	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
	Dec - 2018	\$ 2,646.71	\$ 1,089.55	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
3rd QT	January	\$ -	\$ -	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
	February	\$ -	\$ -	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
	March	\$ -	\$ -	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
	Mar - 2020	\$ -	\$ -	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
4th QT	April	\$ -	\$ -	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
	May	\$ -	\$ -	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
	June	\$ -	\$ -	\$ 4,047.54	\$ 1,349.42	\$ 9,257.51
	Jun - 2020	\$ -	\$ -	\$ 12,142.62	\$ 1,349.42	\$ 9,257.51

Lodger's Tax Approval February 2019
Geronimo Trail Scenic Byway

Approved			
\$650.00	Paid	Awarded	\$650.00
		Paid Out	\$637.19
		Balance	\$0.00

Lodger's Tax Approval July 2019

Geronimo Trail Scenic National Scenic Byway	Approved			
Geronimo Springs Museum	\$800.00	\$537.18 Paid Out	Award	\$1,617.00
Veterans Car Show	\$200.00	Return Coffers	Paid Out	\$1,199.55
Kingston Schoolhouse Museum	\$410.00	\$410.00	Balance	\$0.00
	\$375.00	\$252.37 Paid Out		

Lodger's Tax Approval November 2019

Chamber of Commerce	\$1,000.00	1000.00 paid	Award	\$2,175.00
Geronimo Trails Scenic Byway, Inc	\$800.00	268.99.00 paid	Paid Out	\$1,268.99
Sierra County Arts Council	\$375.00		Balance	\$906.01

Balance as of 12/31/2018 \$7,197.73
Balance as of 06/27/2019 \$6559.39
Balance as of 10/29/2019 \$7,700.35
Balance as of 12/31/2019 \$9257.51

\$1670.41 Available
\$6559.39 Available
\$6672.90 Available
\$8549.50 Available

Change balances for next Lodgers Tax meeting

*** \$360.00 which is 9% is going to the Tourism Dept
Paid Out \$300.00 Balance for 2017 \$120.00
Balance for 2019 is 540.00

207 S. Foch
Truth or Consequences
New Mexico 87901



(575) 894-3536
<http://torchamber.org>
info@torchamber.org

May 18th, 2021

Jake Foerstner, Chairman
City of T or C, NM
Lodgers Tax Advisory Board
City Hall 505 Sims St.
Truth or Consequences, NM 87901

RECEIVED
MAY 19 2021
BY: *[Signature]*

RE: Chamber Funding Request

Dear Jake:

The enclosed request for Lodgers Tax funding is for a 1 year Contract with Certified Folder Co. for Distribution of the Chamber Visitor guide in El Paso, Tx at the International Airport, Major Hotel lobbies and The Fort Bliss Army Station Recreation Center. Additionally it covers Albuquerque, NM Sun-Port Airport Major hotel lobbies and the Albuquerque Convention and Visitor Center downtown Albuquerque.

The contract would start June 1st 2021.

Thank you in advance on behalf of the Chamber Board and Business membership.

[Signature]
Cary "Jagger" Gustin
Chamber Lodgers Tax Committee

LODGERS TAX ADVISORY BOARD
CITY OF TRUTH OR CONSEQUENCES, NEW MEXICO
CITY CLERK'S OFFICE
505 SIMS STREET

FY: ~~2020/2021~~ ^{2021/2022} APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY MANAGER'S NO LATER THAN
July 17, 2020 by 5:00 PM

HELP SESSION: THURSDAY JUNE 25TH
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 85-0034905

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 0280529

Tore/Sierra County CHAMBER of COMMERCE
NAME OF NON-PROFIT ORGANIZATION

207 South Foch St

P.O. BOX OR STREET ADDRESS

Tore, NM 87901

CITY, STATE & ZIP

109 5-18-2021
NO. OF MEMBERS DATE

CARY "Jagger" Gustin
CONTACT PERSON (Print or Type)

Cary Gustin
SIGNATURE

575-312-2050
TELEPHONE NUMBER

AMOUNT REQUESTED: \$3,059.92

AMOUNT AWARDED: _____ (For Board Use Only) tailornans3@yahoo.com
E-MAIL

NAME OF EVENTS/PROJECTS: 1 yr contract to distribute the chamber
visitor guide to EL PASO, TX and ALBUQUERQUE, NM

DATES OF EVENTS/PROJECTS: start date: 6-1-2021
7-1-2021 end

LOCATION OF EVENTS: EL PASO, TX and ALBUQUERQUE, NM

HOW MANY PEOPLE ATTEND: _____
(Total)

Target Audience is ALL outside Sierra City
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: the company certified Folder
Display Service will provide tracking DATA

DESCRIBE THE EVENTS/PROJECTS: Distribute for 1 year the Tore CHAMBER visitor
guide to EL PASO, TX and ALBUQUERQUE, NM.

HOW WILL THE FUNDS BE USED? GIVE A PROPOSED BUDGET FOR YOUR ADVERTISING.
(EXAMPLE: RADIO, TELEVISION, NEWSPAPERS, BROCHURES, MAGAZINES, POSTERS, ETC.)

TYPE OF ADVERTISING: (Attach additional sheets if needed.)

ESTIMATED EXPENSE

PRINT:

\$ _____

PUBLISH:

\$ _____

RADIO:

\$ _____

TELEVISION:

\$ _____

WEBSITE:

\$ _____

OTHER COSTS:

1 year contract to distribute TORC
CHANDLER visitor guide

\$ _____

\$ 3,059.92

HOW WILL YOU PROMOTE T. OR C. AND THE AREA IN CONJUNCTION WITH YOUR EVENT/PROJECT?

The TORC CHANDLER visitor guide will be distributed for 1 year
to EL PASO International Airport, Major Hotel lobbies and Fort Bliss Army
Recreation center ALBUQUERQUE Sunport Airport, Major Hotel lobbies
and ALBUQUERQUE convention and visitor center Downtown
ALBUQUERQUE

HAS YOUR ORGANIZATION APPLIED FOR FUNDING FROM ANOTHER SOURCE? ☐ YES ☒ NO

If so, please provide a copy of the funding application.

HOW MUCH WAS YOUR ORGANIZATION FUNDED? _____

DESCRIBE THE ACTIVITIES YOUR ORGANIZATION SOUGHT FUNDING FOR: _____

ATTACH A SEPARATE SHEET IF ADDITIONAL SPACE IS NEEDED FOR ANSWERS. THANK YOU.

ALL PRINTED MATERIALS OF THE ORGANIZATIONS WHICH ARE PAID FOR FROM LODGERS TAX MONIES, SHALL INCLUDE THE WORDING "PAID IN PART BY TRUTH OR CONSEQUENCES LODGERS TAX", THE CITY OF TRUTH OR CONSEQUENCES LOGO IF APPLICABLE, AND THE NEW MEXICO TOURISM DEPARTMENT LOGO. THE LOGO MAY BE OBTAINED BY VISITING WWW.NMTOURISM.ORG.

FOR BOARD USE ONLY:

PRIORITY NO. _____

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION \$ _____

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:



DISTRIBUTION SERVICE AGREEMENT

RENEWAL

FEDERAL TAX ID: 85-0034905

REF: 19-0115770

PO NUMBER:

BILL TO:

ADVERTISER:

CONTACT:

WEB SITE:

ADDRESS1:

ADDRESS2:

CITY:

STATE:

PHONE:

FAX:

FAX:

Chamber of Commerce T or C

Theresa King

torcchamber.org

207 S. Foch Street

Truth or Consequence

NM

ZIP: 87901

(575) 894-3536

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(575) 894-3536

(575) 894-3536

(575) 894-3536

(575) 894-3536

(575) 894-3536

SALESPERSON: 061300 - Jay Anderson

ADVERTISER ID: 127625

SHIP TO:

ADVERTISER: Chamber of Commerce T or C

CONTACT: Theresa King, President

EMAIL: Theresa.King@SierraGrandeLodge.com

ADDRESS1: 207 S. Foch Street

ADDRESS2:

CITY: Truth or Consequence

STATE: NM

ZIP: 87901

PHONE: (575) 894-3536

FAX: (575) 894-3536

FAX: (575) 894-3536

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FAX: (575) 894-3536

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FAX: (575) 894-3536

FAX: (575) 894-3536

NAME OF BROCHURE / PUBLICATION:
Sierra County Visitor Guide

INVENTORY ID NUMBER: 011600

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MONTH	GROSS FEE	NET FEE
1-VM-12-SW/EP	El Paso Area - Magazines	113	06/01/21	09/30/21	400.00	4	1,600.00	0.00
1-VM-12-SW/AL	Albuquerque/I-40 - Magazines	152	10/01/21	01/31/22	400.00	4	1,600.00	0.00

COMMENTS/SPECIAL INSTRUCTIONS:

APPROVED BY ADVERTISER

AGREEMENT TO TERMS. Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

Your Signature: _____

Name (print): _____

Title: _____

Date: _____

Signature: _____

Name (print): _____

Title: _____

Date: _____

Print Date: May 06 2021 at 12:38 PM

SUB TOTAL: 3,200.00
APPLICABLE SALES TAX: 126.00
TOTAL NET FEE: 3,326.00

MONTHLY BILLING SCHEDULE (including applicable sales tax)
Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

	May	Jun	Jul	Aug	Sept	Oct
400.00	400.00	400.00	400.00	400.00	431.50	431.50
	Nov	Dec	Jan	Feb	Mar	Apr
431.50	431.50	431.50	0.00	0.00	0.00	0.00

PREPAYMENT OPTION

Yes ☒ No ☐

TOTAL NET FEE: 3,200.00

(8.00% on all applicable programs) : (256.00)

SUBTOTAL: 2,944.00

APPLICABLE SALES TAX: 115.92

3,059.92

All fees billed 30 days in advance of service

Search Information

HOM



Entity Details

Business ID#: 280529

Status: Active

Entity Name: CHAMBER OF COMMERCE OF
TRUTH OR CONSEQUENCES
AND SIERRA COUNTY

Standing: Good Standing

DBA Name: Not Applicable

Entity Type and State of Domicile

Entity Type: Domestic Nonprofit
Corporation

State of Incorporation: New Mexico

Benefit Corporation: No

Statute Law Code: 53-8-1 to 53-8-99

Information Dates

Reporting Information

Period of Existence and Purpose and Character of Affairs

Outstanding Items

Reports:

o Pending Reports.

Registered Agent:

o Records Found.

License:

o Records Found.

Contact Information

Mailing Address: 207 S FOCH ST, Truth or Consequences, NM 87901

Principal Place of Business in New Mexico: 207 S FOCH ST, Truth or Consequences, NM 87901

Secondary Principal Place of Business in New Mexico:

Principal Office Outside of New Mexico: Not Applicable

Registered Office in State of Incorporation:

Principal Place of Business in Domestic State/ Country: Not Applicable

Principal Office Location in NM: Not Applicable

Provide Your Information

Pick a Password

Done

Congratulations **chamber of commerce**

Your Account has been created successfully, Please note the information below

Username: **the big bank**

Email Address: **INFO@CHAMBER.ORG**

Print the Login Details

Login

Registered Agent Information

Name: **SUE JACKSON**

Geographical Location Address:

Physical Address: **207 S FOCH STREET, TRUTH OR
CONSEQ, NM 87901**

Mailing Address: **NONE**

Date of Appointment: **05/29/2013**

Effective Date of Resignation:

Director Information

Title	Name	Address
Director	EDWARD TOWNSEND	906 N DATE STREET, TRUTH OR CONSEQUENCES, NM 87901
Director	SID BRYAN	108 MAIN, TRUTH OR CONSEQUENCES, NM 87901
Director	MIKE POTIA	614 MCADOO, TRUTH OR CONSEQUENCES, NM 87901

Officer Information

Title	Name	Address
President	ED TOWNSEND	906 N DATE, TRUTH OR CONSEQUENCES, NM 87901
Secretary	ANN SWANSON	103 N BROADWAY, TRUTH OR CONSEQUENCES, NM 87901

Organizer Information

Not Applicable

Incorporator Information

No Records to View.

Trustee Information

Not Applicable

Filing History

Litigation History

[Back](#)

[Entity Name History](#)

[Return to Search](#)



HELP ⓘ

MENU ≡

[Home](#) > [Tax Exempt Organization Search](#) > Chamber Of Commerce Of Truth Or Conseq & Sierra County

[Back to Search Results](#)

Chamber Of Commerce Of Truth Or Conseq & Sierra County

EIN: 85-0034905 | Truth Or Consequences, NM, United States

> Other Names

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 2019 Form 990-N (e-Postcard)

Tax Period:

2019 (07/01/2019 - 06/30/2020)

EIN:

85-0034905

Legal Name (Doing Business as):

Chamber Of Commerce Of Truth Or Conseq & Sierra County

Mailing Address:

207 S Foch Street
Truth or Consequences, NM 87901
United States

Principal Officer's Name and Address:

Edward Townsend

207 S Foch Street
Truth or Consequences, NM 87901
United States

Gross receipts not greater than:

Organization has terminated:

No

Website URL:

- > **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)**
- > **Tax Year 2012 Form 990-N (e-Postcard)**
- > **Tax Year 2011 Form 990-N (e-Postcard)**
- > **Tax Year 2010 Form 990-N (e-Postcard)**
- > **Tax Year 2008 Form 990-N (e-Postcard)**
- > **Tax Year 2007 Form 990-N (e-Postcard)**

5. NEW BUSINESS:

- a. Discussion/Action: Application Review & Allocation Recommendations for FY 2021/2022.
 - i. Chamber of Commerce
 - ii. Veterans Memorial Park & Museum
 - iii. MainStreet Truth or Consequences
- b. Discussion/Action: Recommendation of Re-appointment for Teresa King.
- c. Discussion/Action: Reorganization of Chairman and Vice-Chairman.



2021-2022 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Chamber of Commerce of Truth or Consequences and Sierra County
Project/Event Name	Visit T or C Project! – Billboards, digital ads & text campaign that drives overnight visitors from El Paso to T or C
Event Date(s) and Location (if applicable)	n/a
Event Organizer & Title within Organization (if applicable)	n/a
Phone Number of Organizer	2064062629
Email of Organizer	marianne@torc.beer
Organization Address	207 S Foch St, Truth or Consequences, NM 87901
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	Marianne Blaue, Secretary of COCTCSC, marianne@torc.beer

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

Amount Requested: (Must match application page 4)	\$42,480
Anticipated Attendance (not including volunteers/staff):	n/a – not an event

PART 3: CRITERIA

Was this project/event funded in 2020-2021? Circle one: Yes/No ☒ No

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

n/a - Not an event

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

We propose an advertisement campaign targeting the El Paso area to encourage tourism during the low peak season from June to September to bring El Paso heads to T or C beds and raise awareness about T or C as a getaway destination to the El Paso Market. The advertisements will focus on El Paso billboards, Facebook and Google Ads aimed at El Paso and Fort Bliss.

The attached proposal has multiple options so the Lodger's tax board wants to customize or change what the Chamber is proposing in this application to make it more effective.

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

El Paso professionals and families looking for a weekend or midweek getaway from the city in the summer and those who are working or serving at Fort Bliss.

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

El Paso and Fort Bliss.

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

No printed materials planned, all digital. All digital material will be distributed in El Paso, Fort Bliss.

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:

The Billboard campaign provides a short number to text for more information on hotels, attractions, etc. When people text the number, a link to a landing page from <https://www.sierracountynewmexico.info/> will direct them to hotels, attractions, etc. We can count the traffic that is sent to the website from the billboards and what website pages they explored. Facebook and Google Ads have their own built in measurement systems.

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

n/a - This campaign will use paid advertising on Facebook and Google.

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.

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
2 Lamar Billboards in El Paso \$2860/month "Location A and B" in packet	Billboards have 167,000K + weekly impressions each (to compare, Las Cruces billboards are cheaper but have ½ the impressions)	\$22,880
Online or Digital Ads	Facebook, Google	\$9500
SMS Texting	SMS Text Co – one recommended by Design Co.	\$1500
Design Services	SparkNerds Design and Marketing Co.	\$600
Marketing Coordination and Implementation of 4 month campaign and measurement reporting at end for city	\$80/hour at 25 hours per month	\$8000
TOTAL AMOUNT REQUESTED: Must match page 1.		\$42,480

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

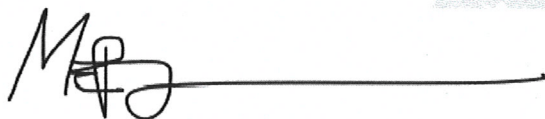
☒ Previously submitted

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 or on or before May 31st, 2022, whichever comes first).

Print your name and title: Marianne Blaue, Secretary of Chamber of Commerce of T or C and Sierra County

Signature:

A handwritten signature in dark ink, appearing to be 'M. Blaue', followed by a horizontal line extending to the right.

Date: 5/19/21

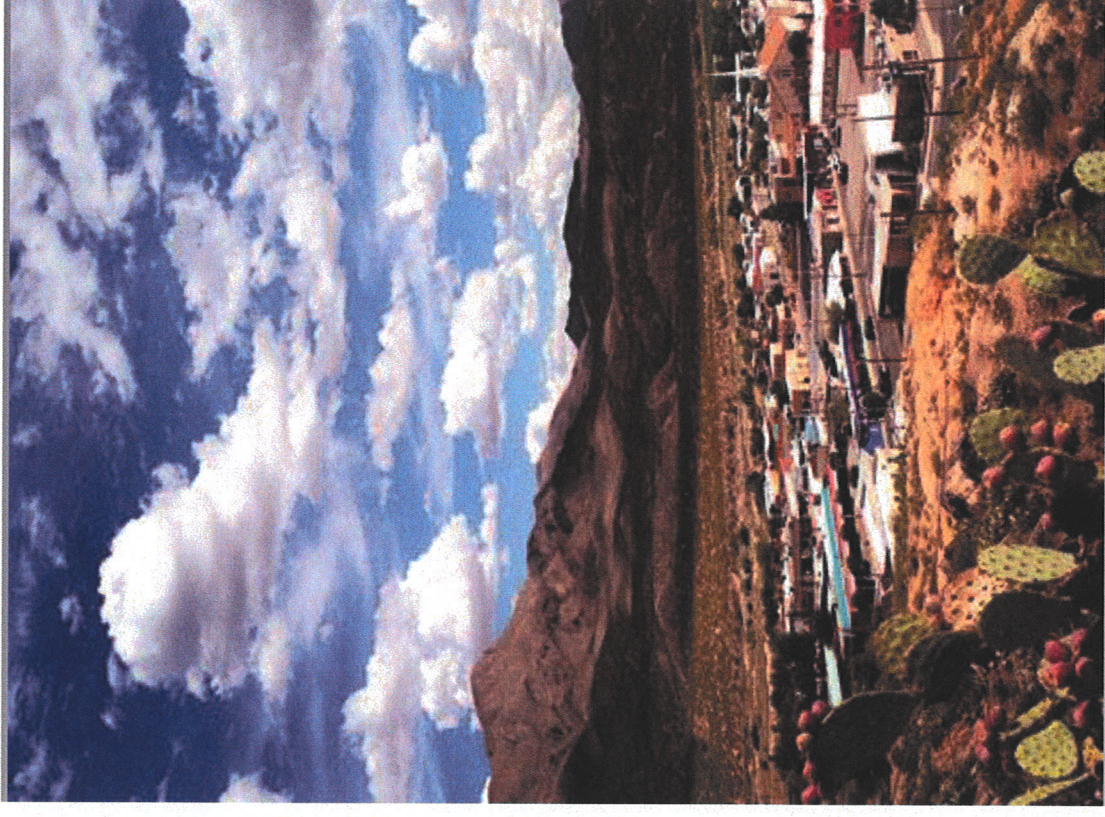


Marketing Proposal Framework

Visit T or C Project

The **Visit T or C Project** is designed to knit together existing tourism design assets and supply design services where/if needed.

We propose an advertisement campaign targeting the El Paso area to encourage tourism during the low peak season from June to September to generate more brand awareness as well as heads on beds.



Billboards

During the summer, many people travel up North to escape the heat, however T or C has plenty to offer to our neighbors in Texas.

Partnering with Lamar Advertising we can invest in several billboards in the El Paso area to encourage more visitors seeking a summer getaway.

Billboard design will use photography provided by business owners or the city. The design will also incorporate T or C's new brand guidelines and logo.

- **How will we track results?** We will track billboard viewers through SMS campaign that will send a text go recipient linking to the Sierra County tourism information website.
- **Why text campaign?**
 - a. 98% of text messages are read. 90% are read in the first 3 minutes.
 - b. The SMS advertising from billboards will create a database and campaign to share hotel stays or weekend trip suggestions.



Billboard placeholder imagery

Billboard Average

*Does not include implementation of marketing strategy

\$2,860/month

El Paso

- Billboards on Hwy I-10
 - **Weekly Impressions:**
 - **A:** 167,955
 - **B:** 189,740
 - **C:** 765,060

<\$1,000/month

Las Cruces

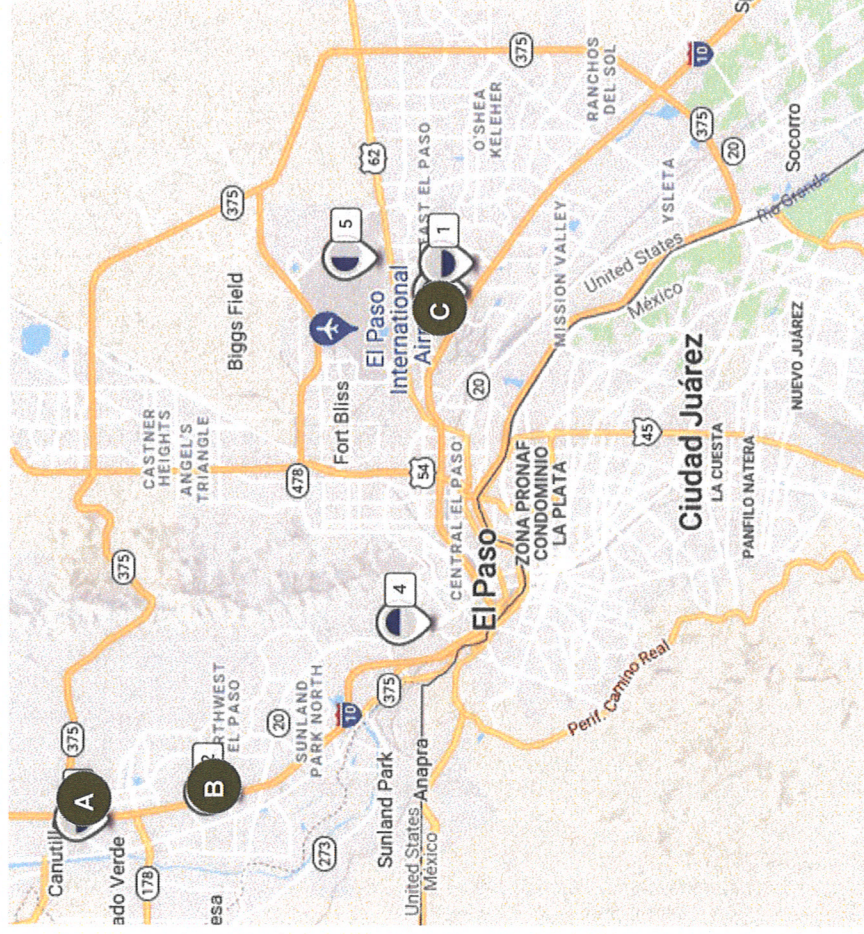
- Billboards on Hwy I-10 & I-25
 - **Weekly Impressions:**
 - **D:** 74,659
 - **E:** 86,054

\$300/month

T or C

- Billboards on Hwy I-25
 - **Weekly Impressions:**
 - **F:** 20,219
 - **G:** 14,831

El Paso Billboard Placement



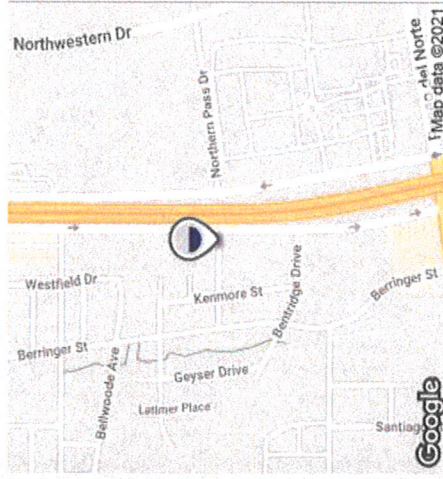
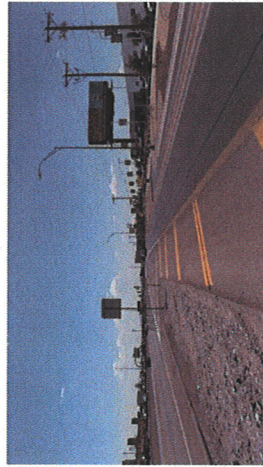
\$2,860 /month

El Paso

- Billboards on Hwy I-10
 - Weekly Impressions:
 - A: 167,955
 - B: 189,740
 - C: 765,060

El Paso: Location A

I-10 .37 MILES W/O ARTCRAFT ROAD S/S



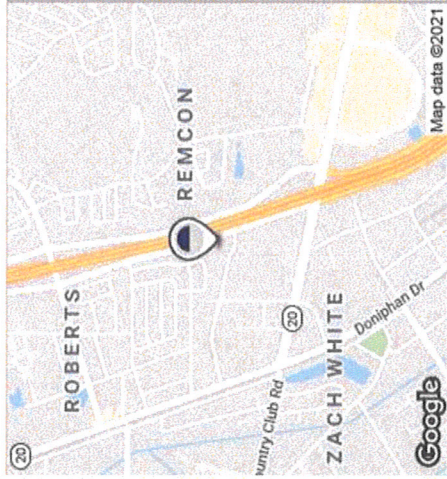
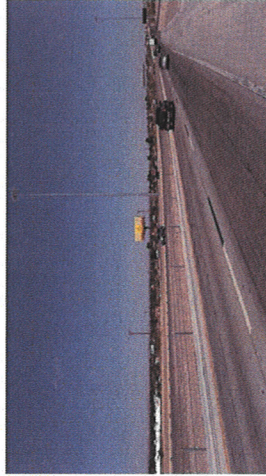
\$2,860 /month

- **WEEKLY IMPRESSIONS:** 167,955*
 - **MEDIA TYPE/STYLE:**
Permanent Bulletin - Regular
 - **GEOPATH ID:**
30635311
 - **LAT/LONG:**
31.888375 / -106.583537
 - **MARKET:** EL PASO
 - **PANEL SIZE:**
14' 0" x 48' 0"
 - **VINYL SIZE:** 15' 0" x 49' 0"
 - **FACING/READ:** North / Right
 - **ILLUMINATED:** YES
 - **MISCELLANEOUS:** \$1411.20 Vinyl
Fabrication
 - **SHIPPING ADDRESS:** 2510 W.
Amador Avenue Las Cruces, NM
88005
- *Impression values based on: **Total Population**

ADVERTISING STRENGTHS: I-10 Bulletin inbound to Downtown and University areas of El Paso from the Westside of the city and the NM/TX border. West El Paso is an area with multiple new residential and retail developments including a major Outlet Shopping Center (Shoppes at El Paso).

El Paso: Location B

I-10 .5 MILES W/O NORTH MESA ST S/S



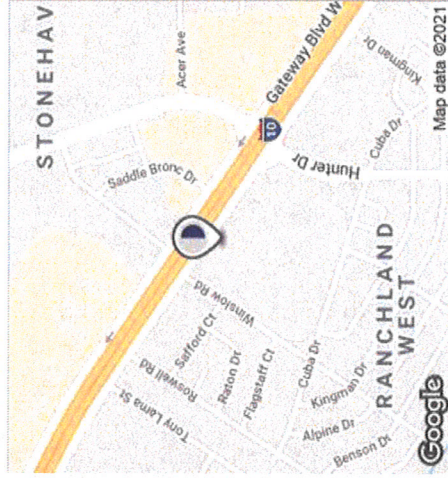
\$2,860 /month

- **WEEKLY IMPRESSIONS:** 189,740*
 - **MEDIA TYPE/STYLE:**
Permanent Bulletin - Regular
 - **GEOPATH ID:**
30635262
 - **LAT/LONG:**
31.843897 / -106.572843
 - **MARKET:** EL PASO
 - **PANEL SIZE:**
14' 0" x 48' 0"
 - **VINYL SIZE:** 15' 0" x 49' 0"
 - **FACING/READ:** South / Left
 - **ILLUMINATED:** YES
 - **MISCELLANEOUS:** \$1411.20 Vinyl
Fabrication
 - **SHIPPING ADDRESS:** 2510 W.
Amador Avenue Las Cruces, NM
88005
- *Impression values based on: Total
Population

ADVERTISING STRENGTHS: I-10 Bulletin on West Side of El Paso in heavy traffic area. Panel located between Center City El Paso and growing Westside residential and retail areas. Panel catches traffic leaving Downtown and University areas towards residential and retail areas.

El Paso: Location C

I-10 .13 MILES W/O HUNTER DR S/S



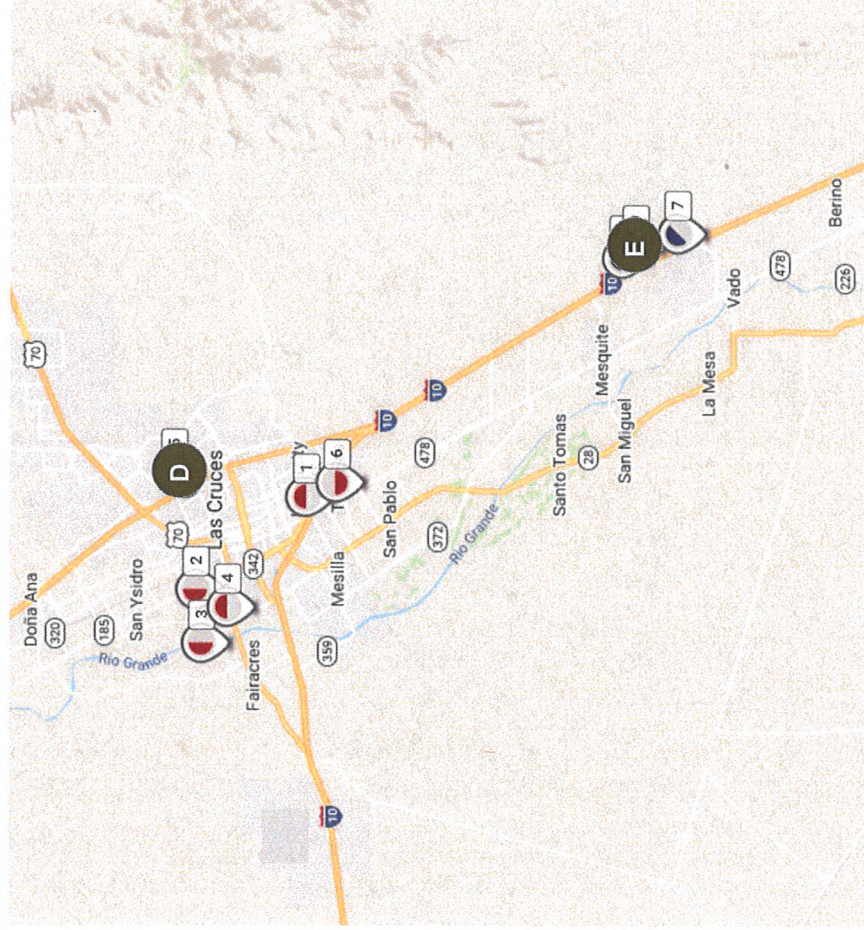
ADVERTISING STRENGTHS: I-10 Bulletin on East Side of El Paso in heavy traffic area. Panel situated in an area catching traffic leaving Center City El Paso to multiple residential developments. Panel located prior to new traffic loop around City funneling traffic to residential areas.

\$2,860 /month

- **WEEKLY IMPRESSIONS:** 765,060*
- **MEDIA TYPE/STYLE:** Permanent Bulletin - Regular
- **GEOPATH ID:** 30635302
- **LAT/LONG:** 31.76515 / -106.367033
- **MARKET:** EL PASO
- **PANEL SIZE:** 14' 0" x 48' 0"
- **VINYL SIZE:** 15' 0" x 49' 0"
- **FACING/READ:** West / Right
- **ILLUMINATED:** YES
- **MISCELLANEOUS:** \$1411.20 Vinyl Fabrication
- **SHIPPING ADDRESS:** 2510 W. Amador Avenue Las Cruces, NM 88005

*Impression values based on: Total Population

Las Cruces Billboard Placement



\$4000/month

Las Cruces

- Billboards on Hwy I-25
 - Weekly Impressions:
 - D: 71,809

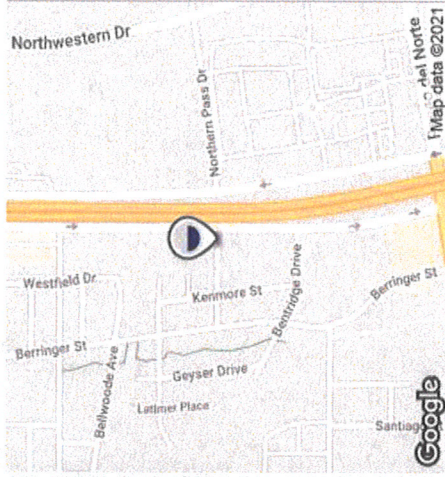
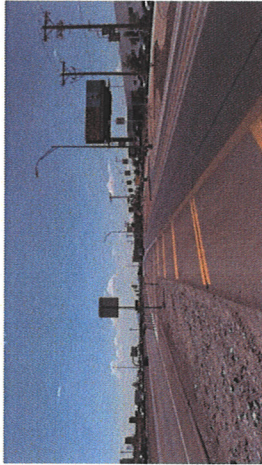
\$1,000/month

Las Cruces

- Billboards on Hwy I-25
 - Weekly Impressions:
 - E: 86,054

Las Cruces: Location D

300 N. TELSHOR



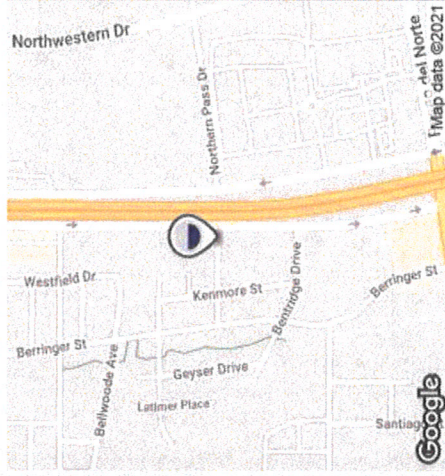
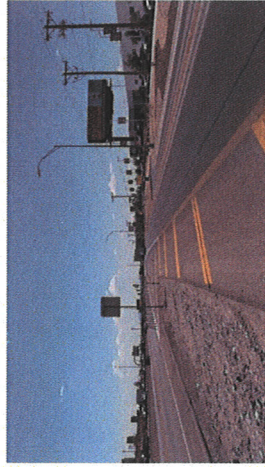
\$400 /month

- **WEEKLY IMPRESSIONS:**
74,659*
 - **MEDIA TYPE/STYLE:**
Poster - Retro
 - **GEOPATH ID:**
138682
 - **LAT/LONG:**
32.321 / -106.74998
 - **MARKET:** LAS CRUCES
 - **PANEL SIZE:**
10' 6" x 22' 9"
 - **VINYL SIZE:** 10' 7" x 22' 10"
 - **FACING/READ:** North / Left
 - **ILLUMINATED:** YES
 - **MISCELLANEOUS:** \$509 Vinyl Fabrication
 - **SHIPPING ADDRESS:** 2510 W. Amador Avenue Las Cruces, NM 88005
- *Impression values based on: Total Population

ADVERTISING STRENGTHS: Las Cruces Metro Coverage

Las Cruces: Location E

I-10 N/L .79 W MP 155 MP 154.21



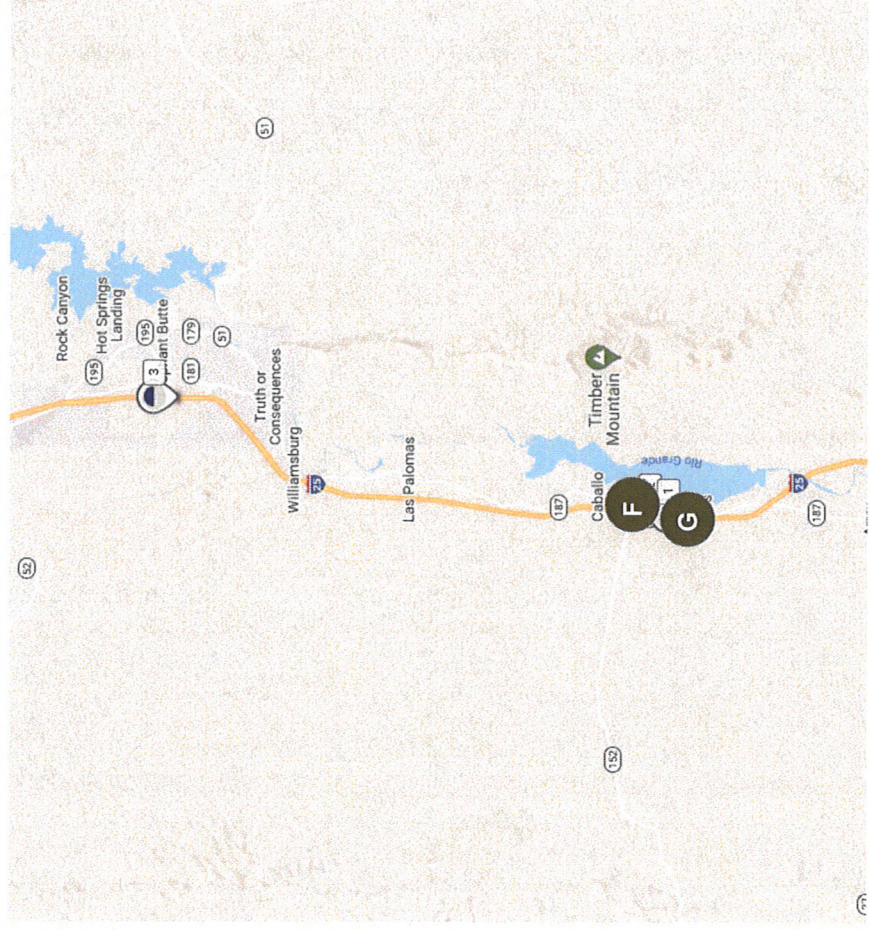
\$1,000 /month

- **WEEKLY IMPRESSIONS:**
86,054*
- **MEDIA TYPE/STYLE:**
Permanent Bulletin - Regular
- **GEOGRAPHIC ID:**
138701
- **LAT/LONG:**
32.135985 / -106.643914
- **MARKET:** LAS CRUCES*
- **PANEL SIZE:**
14' 0" x 48' 0"
- **VINYL SIZE:** 15' 0" x 49' 0"
- **FACING/READ:** Northwest / Left
- **ILLUMINATED:** YES
- **MISCELLANEOUS:** \$1411.20 Vinyl Fabrication
- **SHIPPING ADDRESS:** 2510 W. Amador Avenue Las Cruces, NM 88005

*Impression values based on: Total Population

ADVERTISING STRENGTHS: El Paso/Las Cruces I-10 Corridor

T or C Map



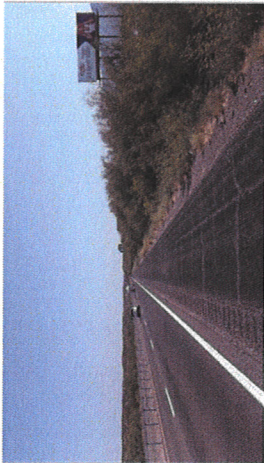
\$300/month

Tor C

- Billboards on Hwy I-25
 - **Weekly Impressions:**
 - **F: 20,219**
 - **G: 20,219**

T or C: Location F

I-25 E/L. 63NMP062 MP#62.63



\$300 /month

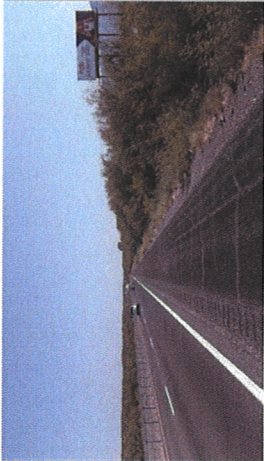
- **WEEKLY IMPRESSIONS:** 20,219*
- **MEDIA TYPE/STYLE:** Permanent Bulletin - Regular
- **GEOGRAPH ID:** 138966
- **LAT/LONG:** 32.9363 / -107.31547
- **MARKET:** T OR C
- **PANEL SIZE:** 10' 0" x 40' 0"
- **VINYL SIZE:** 11' 0" x 41' 0"
- **FACING/READ:** South / Right
- **ILLUMINATED:** NO
- **MISCELLANEOUS:** \$840 Vinyl Fabrication
- **SHIPPING ADDRESS:** 2510 W. Amador Avenue Las Cruces, NM 88005

*Impression values based on: Total Population

ADVERTISING STRENGTHS: Inbound T or C, Water Sports.

T or C: Location G

I 25 E/L. 05NMP062 MP 62.05



\$300 /month

- WEEKLY IMPRESSIONS: 14,831 *
- MEDIA TYPE/STYLE: Permanent Bulletin - Regular
- GEOPATH ID: 138964
- LAT/LONG: 32.9277 / -107.31758
- MARKET: T OR C
- PANEL SIZE: 10' 0" x 40' 0"
- VINYL SIZE: 11' 0" x 41' 0"
- FACING/READ: North / Left
- ILLUMINATED: NO
- MISCELLANEOUS: \$840 Vinyl Fabrication
- SHIPPING ADDRESS: 2510 W. Amador Avenue Las Cruces, NM 88005

*Impression values based on: Total Population

ADVERTISING STRENGTHS: Leaving T or C for Las Cruces

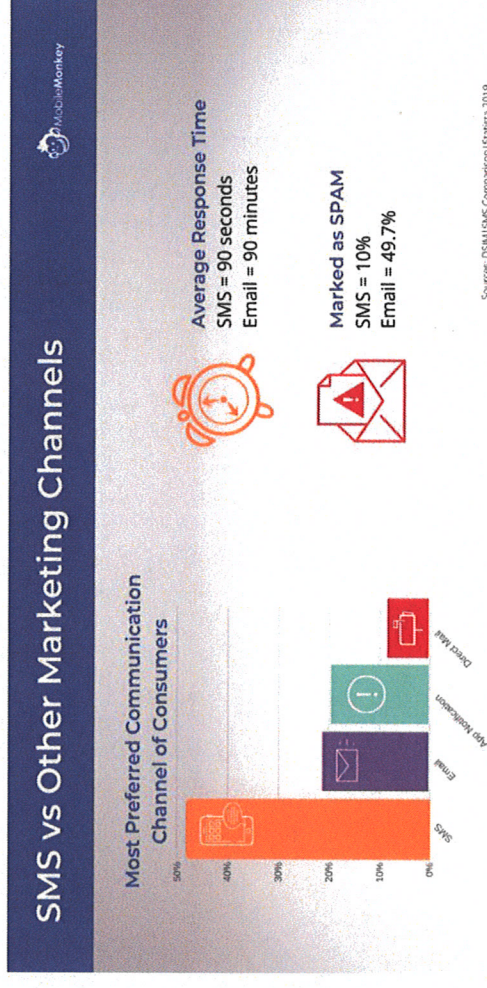
SMS Campaign

SMS marketing is the most preferred way of many people to interact with one another. People keep their phones by their side at all times and are always ready to use them.

If 3 out of 4 of all consumers would like to see special offers, discounts, and coupons delivered to their smartphones via SMS, you shouldn't be worried about giving it a shot, right?

One recommended strategy for promotional text message marketing is to create a call-to-action that has a sense of urgency, such as a limited-time offer that needs to be redeemed by a specified date.

- 75% of consumers are comfortable receiving SMS messages from brands as long as they opt-in to messaging
- 75% of consumers want to receive texts with special offers.
- 19% of links in text messages are clicked vs 2% of links in emails.
- SMS messages have an average click-through rate of 36%, while email click-through-rates are a dismal 3.4%



SMS Credit Packages

*Does not include implementation of marketing strategy

\$145/month

SMS Plan 1

- 7,500 credits
- 2.0 ¢ per additional credit

\$375/month

SMS Plan 2

- 25,000 credits
- 1.5 ¢ per additional credit

\$625/month

SMS Plan 3

- 50,000 credits
- 1.25 ¢ per additional credit

- ✓ Free incoming SMS messages
- ✓ Unlimited Contacts
- ✓ Unlimited Keywords
- ✓ Rollover Credits

Paid Online Ads

Tourism to T or C in the winter season has never been a problem – but in the off-season, especially in the summer – travelers don't always know what there is to find in this region.

To generate more awareness during summer we will use **Google and Facebook Ads** – leveraging self-care and outdoor recreation (ex. hot springs, hiking turtleback mountain, and floating the river).

- **FB Ad Example Strategy**

- a. We will start with a budget of \$5.00 per day for 28 days (\$140 - 4 weeks) and keep an eye on performance on a weekly basis
- b. We will start with promoting one ad set and work our way towards more as needed as the campaign moves forward

- c. Audience Details:

- **Location:** El Paso, TX
- **Age:** 18 - 35
- **Interests:** Outdoor recreation, travel, wellness, self-care

 20

Like

Comment

Share

562 Comments 311 Shares

 **Chamber of Commerce of Truth or Consequences and Sierra County**
Sponsored

Experience the beauty of T or C on a 1-day, 2-night getaway in the New Mexico desert. Book now >>>
visittorc.org/getaway



Where self-care meets adventure
Get away from the city. Travel like a local.

WWW.VISITTORC.ORG

Book Now

Facebook ad placeholder imagery

Digital Paid Media Services

Facebook Ads

- Objective: Traffic; encourage overnight stays at hotels in *Truth or Consequences*
- Requirements: Completed set-up of Facebook Business Manager + Pixel (Instagram is included in Facebook Ads, if interested)
- Campaign Flight Dates: June - Sept 2021
- **Minimum Recommended Budget:**
 - \$3600 (\$900/month) per campaign

Google Ads

- Objective: Traffic; encourage overnight stays at hotels in *Truth or Consequences*
- Requirements: Completed set-up of Google Ads + Pixel
- Campaign Flight Dates: June - Sept 2021
- **Minimum Recommended Budget:**
 - \$2400 (\$600/month) per campaign

Strategic Services

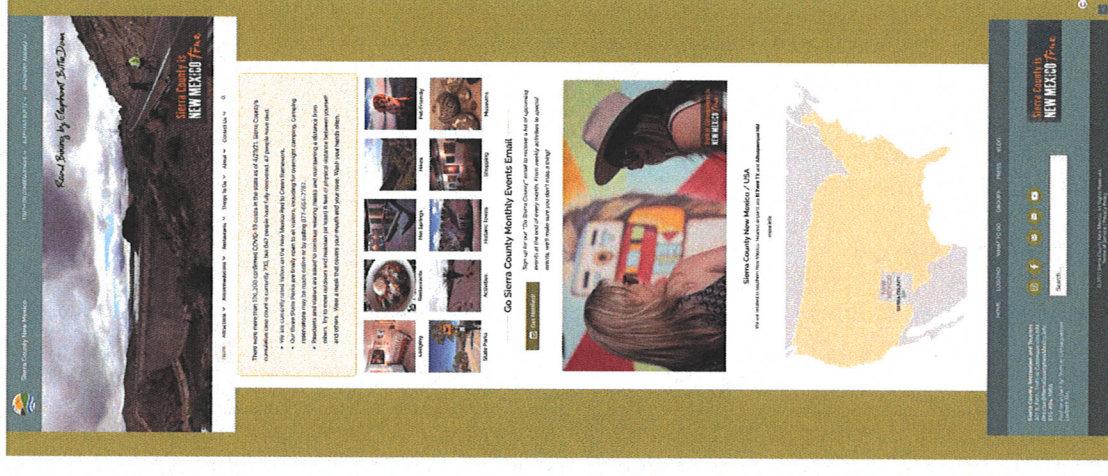
- Campaign Details: Build out the audience targeting, retargeting lists, ad copy, selection of image/video assets (unless provided)
- Paid Ads Execution: Execute paid social campaigns on social platform(s)
- Campaign Optimizations: Checking ads on a daily basis to apply optimizations that help improve campaign performance.
- Reporting: Wrap-up report, across each social platform, to capture campaign performance.

Campaign KPI Tracking

<https://www.sierracountynewmexico.info/>

It's important to keep track of how our offline campaign is doing! We will partner with the *Sierra County Recreation and Tourism* website to track landing page visitors using Google analytics.

- We will track link clicks from SMS text messages from billboard ads to a dedicated web page on the Sierra County Tourism website.
- We will measure organic vs ad-driven user engagement from the billboards, google, and facebook ads that direct user to the tourism website.
- If needed, visitors behavior on landing page could also be tracked and recorded in video.
- Using the collected data from the SMS text message link clicks and the Sierra County and Tourism analytics we will measure how the ad generated leads engaged with hotel bookings.



Tentative Project Timeline



Package 1

(Paid Online Ads Only)

Project	Package	Estimated Expense
Online Ads	Facebook + Google Campaigns + Strategic Services for 4 months	\$9,500
Design Services (SparkNerds)	Designs for custom content creation, Sparknerds can do it on a per package basis at a rate of \$50/hour.	\$400
Marketing & Management Services (SparkNerds)	Marketing Strategy, analytics, and, ongoing maintenance throughout the campaign at a rate of \$80/hour. (12.5/hours per month)	\$4,000
TOTAL		\$13,900

Package 2

(Billboards + SMS)

Project	Package	Estimated Expense
Billboard	3 Billboards for 4 months in three locations: Location A: El Paso \$2,860/month [weekly impressions: 167,955] Location D: Las Cruces \$400/month [weekly impressions: 74,659] Location F: T or C \$300/month [weekly impressions: 20,219]	\$11,440 (El Paso) \$1,600 (Las Cruces) \$1,200 (T or C)
SMS Texting	\$625/month for 4 months for 50,000 SMS + MMS credits	\$2,500
Design Services	In the case a design needs to be created for the Billboards, Sparknerds can do it on a per package basis at a rate of \$50/hour.	\$400
Marketing & Management Services (SparkNerds)	Marketing Strategy, analytics, and, ongoing maintenance throughout the campaign at a rate of \$80/hour. (15/hours per month)	\$4,800
TOTAL		\$21,940

Package 3

(Paid Online Ads + Billboards + SMS)

Project	Package	Estimated Expense
Billboard	2 Billboards for 4 months in two locations: Location A: El Paso \$2,860/month [weekly impressions: 167,955] Location E: Las Cruces \$1,000/month [weekly impressions: 86,054]	\$11,440 (El Paso) \$4,000 (Las Cruces)
Online Ads	Facebook + Google Campaigns + Strategic Services for 4 months	\$9,500
SMS Texting	\$375/month for 4 months 25,000 SMS + MMS credits	\$1,500
Design Services (SparkNerds)	In the case a design needs to be created for the Billboards or custom content creation for ads, Sparknerds can do it on a per package basis at a rate of \$50/hour.	\$600
Marketing & Management Services (SparkNerds)	Management of the ads, performing the measurement ROI reports, and, ongoing maintenance throughout the campaign at a rate of \$80/hour. (25/hours per month)	\$8,000
TOTAL		\$35,040

Thank you!

Truth or Consequences & Sierra County Chamber of Commerce

Address:

207 S Foch St, T or C, NM
87901

Contact information:

📞 Phone: (575) 894-3536
🌐 Website: torccchamber.org

We are in Social media:

📌 @torccchamber

Time work:

Mon - Thurs 10:00am - 2:30pm



RECEIVED JUL 12 2021

2021-2022 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	VETERANS MEMORIAL PARK & MUSEUM
Project/Event Name	VETERANS MEMORIAL PARK & MUSEUM HIGHWAY BILLBOARD
Event Date(s) and Location (if applicable)	ALL YEAR LOCATED - I 25 W/L.05SMMP072 MP 71.95
Event Organizer & Title within Organization (if applicable)	WINDY BARNES VICE PRESIDENT
Phone Number of Organizer	575-894-0750
Email of Organizer	WINDYALLENBARNES@GMAIL.COM
Organization Address	996 S. BROADWAY TRUTH OR CONSEQUENCES, NM 87901
Organization's Contact Person (If different than event organizer)	WINDY BARNES MAGGIE ALLEN
Contact Phone and Email for Organization's Contact Person	WINDYALLENBARNES@GMAIL.COM 575-952-0424
	MAGGIETORRESALLEN42@GMAIL.COM 575-740-1640

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

Amount Requested: (Must match application page 4)	\$ 4,582.08
Anticipated Attendance (not including volunteers/staff):	35,000 FOR THE YEAR

PART 3: CRITERIA

Was this project/event funded in 2020-2021? Circle one: Yes/No

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

Since 2007

1. Define/Describe the overall project/event (what is happening at the event?): ITS A
14'0"X48'0"-PERM.BILLBOARD

5000-9"X16"DOUBLE_PARALLEL_REVERSE_FOLD_BROCHURES

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

OUT_OF_TOWN_PEOPLE_AND_ALL_PUBLIC_SCHOOLS

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

THE_TRAFFIC_ON_I-25_HIGHWAY_AND_ALL_THE_DIFFERNT_PLACES_THE_CHAM
BER_OF_COMMERCE_SENDS_THE_INFO_PACKETS_OF_TRUTH_OR_CONSEQUENCES
ALL_THE_DIFFERENT_FRATERNAL_ORDER_CLUBS

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

75%

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_HAVE_SIGN_IN_SHEETS,STUDENT_ROOSTERS_FROM_FIELD_TRIPS,COUNT_CARS._____

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

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
LAMAR	BILLBOARD	3,475.44
M GRAPHICS	BROCHURES	1,106.64

TOTAL AMOUNT REQUESTED: Must match page 1.		4,582.08

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.

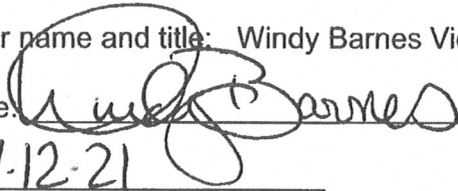
☒ IRS and Secretary of State proof of Good Standing

☒ 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: Windy Barnes Vice-president_____

Signature: _____

Date: 7-12-21

New Mexico/El Paso
1600 Airtech Court SE
Albuquerque, NM 87106
Phone: 505-255-4460
Fax: 505-266-4419



CONTRACT # 3563909

Date: 2/10/2021
New/Renewal: RENEWAL
Account Executive: Tyler Evans
Phone: 505-255-4460

CONTRACTED BY AGENCY ON BEHALF OF ADVERTISER	
Customer #	131814-1
Name	VETERANS MEMORIAL PARK
Address	PO BOX 472
City/State/Zip	T OR C, NM 87901-0472
Contact	Windy Allen Barnes
Email Address	windyallenbarnes@gmail.com
Phone #	(575) 740-1650
Fax #	
P.O./ Reference #	
Advertiser/Product	VETERANS MEMORIAL PARK
Campaign	

Space										Billing Cycle: Monthly		
# of Panels: 1												
Panel # TAB ID	Market	Location	Illum	Media Type	Size	Misc	Service Dates	# Billing Periods	Invest Per Period	Cost		
20872 7403930	296-TRUTH OR CONSEQUENCES, NM	125 W/L.05SMMP072 MP 71.95	No	Perm Bulletin	14' 0" x 48' 0"		07/01/21-06/30/22	12	\$289.62	\$3,475.44		

Total Space Costs: \$3,475.44

Special Considerations: Renewal rates have remained flat. In the case of litigation, Bernalillo County, NM will be the venue.

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solido with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Media Buyer

(Officer/Title)

of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Agency/Buying Service:	VETERANS MEMORIAL PARK
Signature:	
	(signature above)
Name:	
	(print name above)
Date:	
	(date above)

Advertiser:	VETERANS MEMORIAL PARK
Signature:	
	(signature above)
Name:	
	(print name above)
Date:	7-12-21
	(date above)

THE LAMAR COMPANIES

This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.

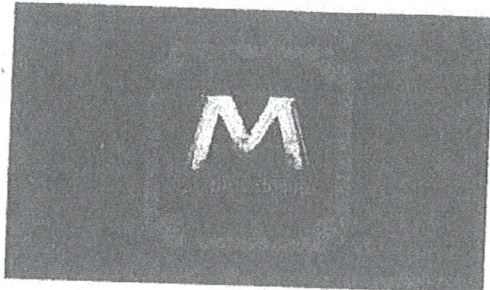
ACCOUNT EXECUTIVE: Tyler Evans

GENERAL MANAGER

DATE

STANDARD CONDITIONS

1. Late Artwork: The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the Initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.



ESTIMATE

M Graphics
404 Main Street
Truth or Consequence, NM 87901
United States

575-740-4526
moshekoenick.com

BILL TO
Veterans Memorial Park
Maggie

maggiea@valomet.com

Estimate Number: 46
P.O./S.O. Number: Brochure Update & Rep
Estimate Date: October 25, 2020
Expires On: December 24, 2020
Grand Total (USD): \$1,106.64

Product/Service	Quantity	Price	Amount
Graphic Design - Price per hour			
Update & order printed brochures	10	\$45.00	\$450.00
Photography			
Take new photos to use in brochure (1/2 day charge)	1	\$150.00	\$150.00
Misc			
Repeat customer & non-profit = Discounted/Donated time.	5	(\$45.00)	(\$225.00)
Printing - Price per piece			
Brochures	5000	\$0.12899	\$644.95
SIZE: 9" x 16"			
FOLDING: Double Parallel Reverse Fold			
PAPER: 100 lb. Gloss Book (C2S) with Aqueous Coating			
PRINT TIME: Regular			
SHIPPING: UPS Ground (\$89.77 included)			

Subtotal: \$1,019.95
SC,NM tax 8.5%: \$86.69
Total: \$1,106.64
Grand Total (USD) : \$1,106.64

OUTSIDE OPEN FLAT

Veterans Memorial Park is a Trust of the State of New Mexico. It is a non-profit organization that provides a place of honor and respect for the brave men and women who have served our country.

VETERANS MEMORIAL PARK & HAMILTON MILITARY MUSEUM

1000 S. 1st St. Suite 100
 Santa Fe, NM 87501
 (505) 833-1234
www.veteransmemorialpark.com
 505.833.1234
 505.833.1234

Hours of Operation: 10:00 AM - 5:00 PM
 Admission: Free
 Parking: Free

★ TRUTH OR CONSEQUENCES, NEW MEXICO ★ VETERANS MEMORIAL PARK & HAMILTON MILITARY MUSEUM

INSIDE OPEN FLAT

VIETNAM MEMORIAL WALL

The Vietnam Memorial Wall is a tribute to the brave men and women who served in the Vietnam War. It is a place where families can find closure and where the public can learn about the sacrifices made during this conflict.

COLUMBARIUM

The Columbarium is a place where the remains of the deceased are kept. It is a place of honor and respect for the brave men and women who have served our country.

WALK OF EDUCATION

The Walk of Education is a path that leads to the Hamilton Military Museum. It is a place where families can find closure and where the public can learn about the sacrifices made during this conflict.

HAMILTON MILITARY MUSEUM

The Hamilton Military Museum is a place where the public can learn about the sacrifices made during the Vietnam War. It is a place of honor and respect for the brave men and women who have served our country.

7/12/2021

Gmail - (no subject)



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# 868338001d

Job Details:

Live Area Size: 14'0" X 48'0"
Substrate: Hi-res Vinyl / Eco Flex
Plant: 296 - Albuquerque/New Mexico/El Paso
Artist: Shane Wells
Monday, November 09 2020

Special Notes:

Image supplied
Revision D as directed

© THIS DESIGN WAS CREATED BY LAMAR ADVERTISING AND CANNOT BE USED FOR ANY OTHER ADVERTISING PURPOSES WITHOUT WRITTEN PERMISSION

Search Information

Entity Details

Business ID#: 2341261

Status: Active

Entity Name: VETERANS MEMORIAL
PARK/MUSEUM

Standing: Good Standing

DBA Name: Not Applicable

Entity Type and State of Domicile

Entity Type: Domestic Nonprofit Corporation

State of Incorporation: New Mexico

Benefit Corporation: No

Statute Law Code: 53-8-1 to 53-8-99

Formation Dates

Reporting Information

Period of Existence and Purpose and Character of Affairs

Outstanding Items

Reports:

Fiscal year End Date	Report Due Date	Extended Report Due Date	Reporting Year	Filing Fee	Penalty
06/30/2021	11/15/2021		2021	\$10	\$0

Total No. of Records: 1 Page 1 of 1

Registered Agent:

No Records Found.

License:

No Records Found.

Contact InformationMailing Address: **600 CHARLES ST., PO BOX 472, Truth or Consequences, NM 87901**Principal Place of Business in New Mexico: **996 South Broadway, Truth or Consequences, NM 87901**

Secondary Principal Place of Business in New Mexico:

Principal Office Outside of New Mexico: **Not Applicable**

Registered Office in State of Incorporation:

Principal Place of Business in Domestic State/
Country: **Not Applicable**Principal Office Location in NM: **Not Applicable****Registered Agent Information**Name: **BOBBY J ALLEN**

Geographical Location Address:

Physical Address: **600 CHARLES ST., PO BOX 472, Truth
or Consequences, NM 87901**Date of Appointment: **08/22/2012**Mailing Address: **600 CHARLES ST., PO BOX 472, Truth
or Consequences, NM 87901**

Effective Date of Resignation:

Director Information

Title	Name	Address
Director	BILL KIRIKOS	CEDAR STREET, T Or C, NM 87901
Director	RICHARD WATSWORTH	RIVERSIDE DR, T Or C, NM 87901
Director	dianne Hamilton	Gold Street, Silver City, NM 88036

Officer Information

Title	Name	Address
Treasurer	Windy Barnes	511 N Caballo rd, Truth or Consequences, NM 87901
President	Margaret ALLEN	600 Charles Street, Truth or Consequences, NM 87901
Vice President	Windy Barnes	511 N CABALLO RD, Truth or Consequences, NM 87901
Secretary	Merry Jo FAHL	1310 E 8TH, Truth or Consequences, NM 87901

Organizer Information

Not Applicable

Incorporator Information

No Records to View.

Trustee Information

Not Applicable

Filing History

License History

Back

Entity Name History

Return to Search



ExpressTaxExempt.com

ExpressTaxExempt

704.839.2321

support@expresstaxexempt.com

Date	Receipt #
07/14/2021	E990-19579835

VETERANS MEMORIAL PARK

511 N. Caballo Rd

T or C, NM 87901.

(575) 952-0484

windyallenbarnes@gmail.com

Description	Amount
e-Filing of the Form 990-N for Tax Year 2020	\$19.90
Text Alert Fees - (575) 952-0484	\$0.95
Total Amount	\$20.85

*Charges will appear on your credit card as ExpressTaxExempt.com

Name On Credit Card: windy barnes

Last 4 digit of the Credit Card: 1635

Credit Card Approval Code: 563267

Processed Date: 07/14/2021

Thank you for your Business!

ExpressTaxExempt.com

ExpressTaxExempt

704.839.2321

support@expresstaxexempt.com

Date	Receipt #
07/14/2021	E990-19579836

VETERANS MEMORIAL PARK

511 N. Caballo Rd

T or C, NM 87901.

(575) 952-0484

windyallenbarnes@gmail.com

Description	Amount
e-Filing of the Form 990-N for Tax Year 2019	\$19.90
Text Alert Fees - (575) 952-0484	\$0.95
Total Amount	\$20.85

*Charges will appear on your credit card as ExpressTaxExempt.com

Name On Credit Card: windy barnes
Last 4 digit of the Credit Card: 1635
Credit Card Approval Code: 026624
Processed Date: 07/14/2021

Thank you for your Business!

RECEIVED JUL 22 2021



2021-2022 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	Branding Rollout
Event Date(s) and Location (if applicable)	n/a
Event Organizer & Title within Organization (if applicable)	n/a
Phone Number of Organizer	575-740-6180
Email of Organizer	ldemarino@hotmail.com
Organization Address	P.O. Box 1602 TorC, NM 87901
Organization's Contact Person (If different than event organizer)	Linda DeMarino Executive Director
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)	\$11,000
Anticipated Attendance (not including volunteers/staff):	

PART 3: CRITERIA

Was this project/event funded in 2020-2021? Choose one: Yes ___ No ___ n/a ___ x ___

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

1. Define/Describe the overall project/event (what is happening at the event?): Several stake holders from various organizations in town have been meeting since Spring of 2020 to develop the city brand for marketing tourism. This project is for the rollout. The purpose is to spread the brand locally as well as regionally. It is the first step in utilizing the brand before expanding to almost exclusively markets that will attract overnight visitors.

2. Who is your target audience for your project/event and advertising (who do you want to attend?) There are a couple markets to which this will be targeted. As local buy-in is important, that is the first market. The second market is regional as we will advertise to markets that are likely to bring tourism to TorC. Marketing will be targeted to demographics that are likely to respond to the specific marketing messages.

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

El Paso and West Texas, all of NM and parts of Arizona and Colorado

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

About half of the marketing materials will be distributed outside Sierra County. There will be items that are distributed locally as part of the local rollout.

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 be looking a Facebook analytics and we will have a unique URL for the website. Google analytics will show us how many visits and the lengths of stays. We will have links on our pages

for the local lodging facilities. We will be able to determine how many times our webpage visitors click on a hotel from our page.

6. How many Facebook followers do you have for this event page or organization page (for a project)? 4633 Instagram followers? 391

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? _____n/a/_____

8. If you are asking for funding for an existing website, be sure to attached analytics from 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
Jordyn Jackson- Flagship Romance	Website	\$4000
Facebook	Digital	\$2000
Various – Sticker Mule, 4imprint, Discount Mugs, Sentinel. Vendors and quantities may vary as prices have been changing quickly.	375 Pint glasses \$1,237.95 600 Branding Rack Card \$200.26 500 2"x3.5" Magnets from \$80.33 1000 1"x1" Circle stickers \$192.82 6000 3"x1.2" Die cut stickers \$817.87 300 Vintage Key Tags \$770.50 250 Tote Bags \$650.27 Graphic Designer \$300.00 Ad placement – Locally - Sentinel \$750.00	\$5000
TOTAL AMOUNT REQUESTED: Must match page 1.		\$11,000

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.

X 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 sixty (60) days after the event or project completion or on or before May 31st, 2022, whichever comes first).

Print your name and title: Linda DeMarino, Executive Director

Signature: Linda DeMarino

Date: 7/22/21



STATE OF NEW MEXICO
MAGGIE TOULOUSE OLIVER
SECRETARY OF STATE

Certificate of Good Standing and Compliance

IT IS HEREBY CERTIFIED THAT:

MAINSTREET TRUTH OR CONSEQUENCES
4238085

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 December 1, 2009, 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: **March 1, 2021**

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 #: 0046417

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**.

[Back to Search Results](#)

Mainstreet Truth Or Consequences

EIN: 27-2594746 | T Or C, NM, United States

[Other Names](#)

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 Letters](#)

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**

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 2014 Form 990-N \(e-Postcard\)](#)

[Tax Year 2013 Form 990-N \(e-Postcard\)](#)

[Back to Search Results](#)

Mainstreet Truth Or Consequences

EIN: 27-2594746 | T Or C, NM, United States

[Other Names](#)

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[Final Letters](#)

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**

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 2014 Form 990-N \(e-Postcard\)](#)

[Tax Year 2013 Form 990-N \(e-Postcard\)](#)

Copies of Returns

Deductibility Code

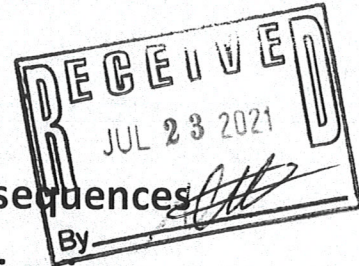
In general, an individual who itemizes deductions may deduct contributions to most charitable organizations up to 30% (50% for cash contributions) of his or her adjusted gross income computed without regard to net operating loss carryovers. Individuals generally may deduct charitable contributions to other organizations up to 30% of their adjusted gross income (computed without regard to net operating loss carryovers). These limitations (and organizational status) are indicated as follows:

Code	Type of organization and use of contribution.	Deductibility Limitation
PC	A public charity.	50% (50% for cash contributions)
POF	A private operating foundation.	50% (50% for cash contributions)
PF	A private foundation.	30% (generally)
GROUP	Generally, a central organization holding a group exemption letter; those subordinate units covered by the group exemption are also eligible to receive tax-deductible contributions, even though they are not separately listed.	Depends on various factors
LOOSE	A domestic fraternal society, operating under the lodge system, is eligible. If the contribution is to be used exclusively for charitable purposes.	30%
UN-KN	A charitable organization whose public charity status has not been determined.	Depends on various factors



City of Truth or Consequences

City Boards Application



Name: THERESA KING Address: P.O. Box 66 ELEPHANT BUTTE, NM
Phone: 575-894-6976 Email: theresa.king@sierragrandelodge.com 87935

I am interested in serving as a member of one the following Boards:

- ☐ Airport Advisory Board ☐ Public Arts Advisory Board ☐ Golf Course Advisory Board
☐ Public Utility Advisory Board ☐ Library Advisory Board ☐ Recreation Advisory Board
☒ Lodger's Tax Advisory Board ☐ Planning & Zoning Commission ☐ Impact Fee Board
☐ Other: _____

My qualifications are:

- CURRENT LODGER'S TAX ADVISORY BOARD MEMBER
- GENERAL MANAGER OF SIERRA GRANDE LODGE
- 23 YEARS OF HOSPITALITY EXPERIENCE
- MEMBER OF THE TORC CHAMBER OF COMMERCE

I hereby certify that my appointment to this board neither creates, nor should create, any conflict of interest for myself or the Board. I further confirm that any possible conflict of interest that may arise will be reported to the Board and the City Clerk.

Signature: Theresa King