

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, JANUARY 26, 2026**

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, January 26, 2026 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 November 10, 2025.

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

4. NEW BUSINESS:

- a. Discussion/Update: MainStreet-Desert Ultra Report. Becca Eza
- b. Discussion/Action: Veterans Memorial Park and Museum Application-Billboard Vinyl. Windy Barnes Vice President
- c. Discussion/Action: Veterans Memorial Park and Museum Application-Billboard Brochures. Windy Barnes Vice President
- d. Discussion/Action: Veterans Memorial Park and Museum Application-Entrance Sign. Windy Barnes Vice President
- e. Discussion/Action: Sierra County Historical Society-Geronimo Springs Museum Application-Mural

5. COMMENTS FROM THE BOARD

6. COMMENTS FROM STAFF

7. ADJOURNMENT

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, NOVEMBER 10, 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, November 10, 2025 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

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

ALSO PRESENT:

Katy Martinez, Deputy Clerk

1. APPROVAL OF AGENDA:

Member Harrington made a motion to approve the agenda. Member MacKenzie seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of September 22, 2025

Member DeMarino made a motion to approve the minutes. Member MacKenzie 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.

Member DeMarino made a motion to table this item until the next meeting due to applicant being absent. Member Harrington seconded the motion. Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

Member DeMarino: We have 4 applicant for the Fiesta Coordinator spot. We will find out on the 18th of if we received the Levett Grant. I just want to let it be know also about some of these companies coming in and wanting to do documentaries of the town. I just want to let the city know and others that a documentary is not a promotional piece necessarily. I also want to make sure that the city brand is being used for tourism.

Member MacKenzie: From the remaining funds we have will the \$30,000 for Fiesta come out of that?

Member DeMarino: No, they have already got money allocated.

6. COMMENTS FROM STAFF

Deputy Clerk Martinez: The clerk's office received a letter from WWY Books letting us know that in their Discovering Our Sweet Land of Liberty- Unique Destinations on the Old West series, T or C has been featured in. The article talks about how T or C got its name and the hot springs in the area that attract people from all around.

7. ADJOURNMENT

There being no further business, Vice-Chairman Kelley adjourned the meeting.

PASSED AND APPROVED this 25th day of January 2026.

Jake Foerstner, Chairman



FY 2025-2026 LODGERS' TAX GRANT REPORT

Organization Name	MainStreet T or C
Project/Event Name	T or C Desert Ultra
Event Date(s) and Location (if applicable)	Saturday, November 8, 2025

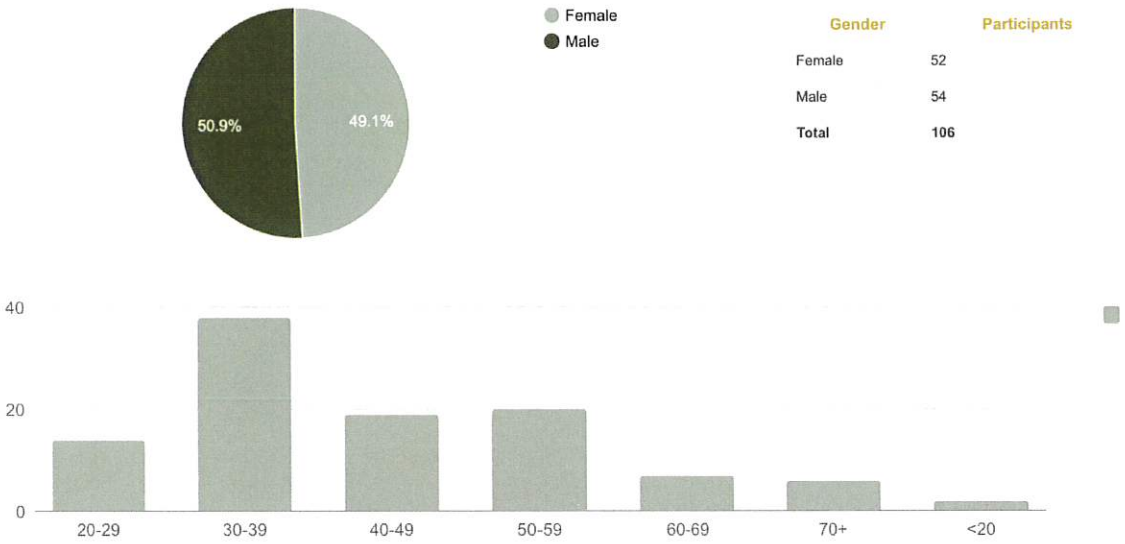
1. Describe your project/event indicators of success and how you gathered the information. (e.g. increased hotel stays, increased attendance, first time attendees):

This was our fifth annual T or C Desert Ultra, and the largest yet. In past years we've typically had about 70-80 runners actually show up and run the race (a few more register but are no-shows) - this year we had 106 registrations, and 95 people actually ran on race day, including 53 half marathoners!

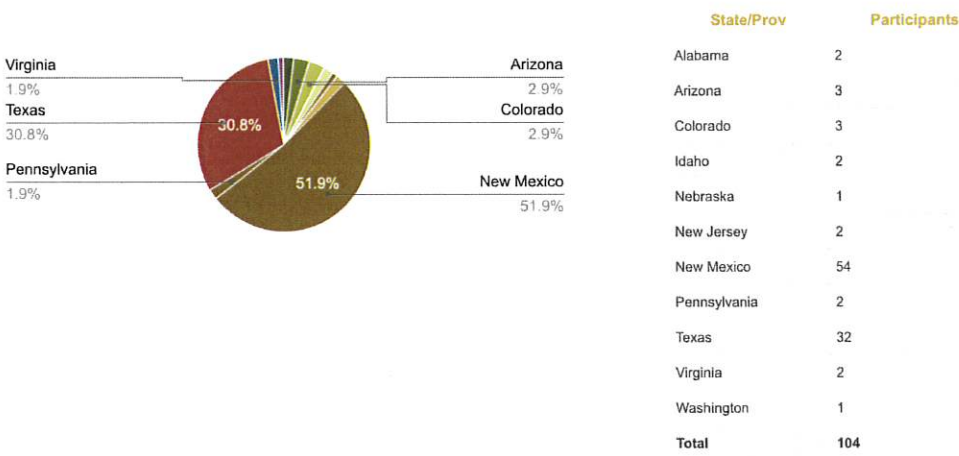
We use the website UltraSignup to handle registrations, and it collects some demographic information:

NOV 2025 - GENDER

Nov 2025 ▾



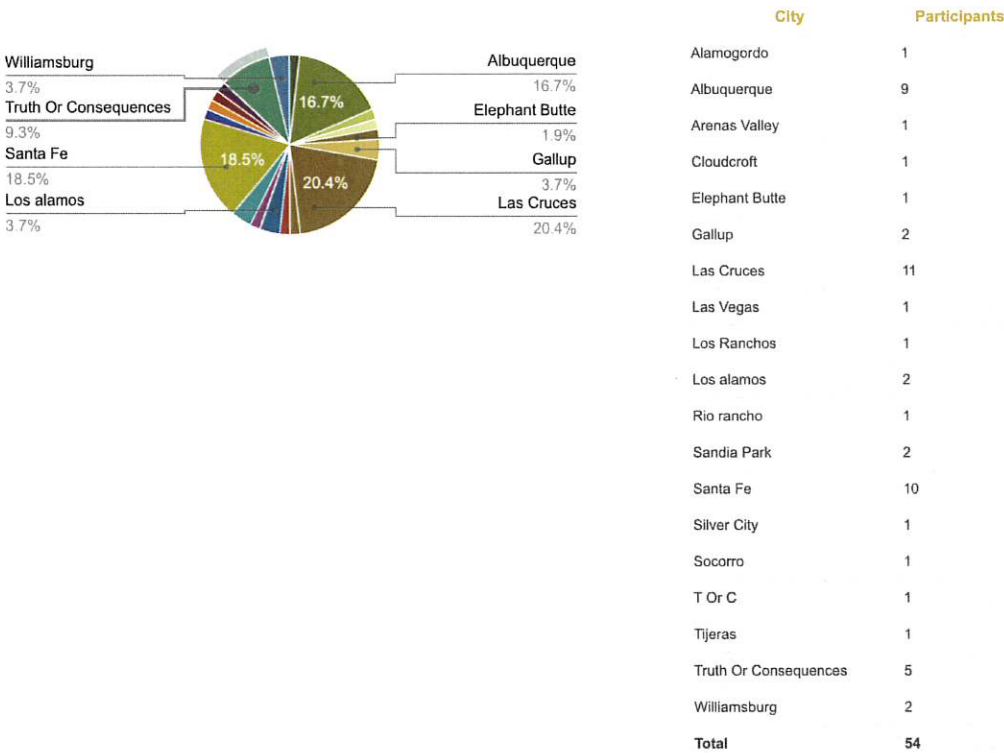
NOV 2025 - GEOGRAPHIC - NORTH AMERICA



NOV 2025 - GEOGRAPHIC - GLOBAL



NOV 2025 - GEOGRAPHIC - HOME STATE



We have a post-race survey which we send to all runners. This year we had 30 of 95 participants complete the survey. Here are some of the data collected:

Of those that responded to the question of how many nights and where they stayed, 8 stayed one night, 8 stayed two nights, and 3 stayed 3 nights. Of those that let us know where they

stayed, the following places were mentioned: AirBnb (x4), Pelican Spa (x2), Glamp Camp (x2), Blackstone, Firewater, Travelodge (x2), Holiday Inn, Motel 6, Travelodge (x2)

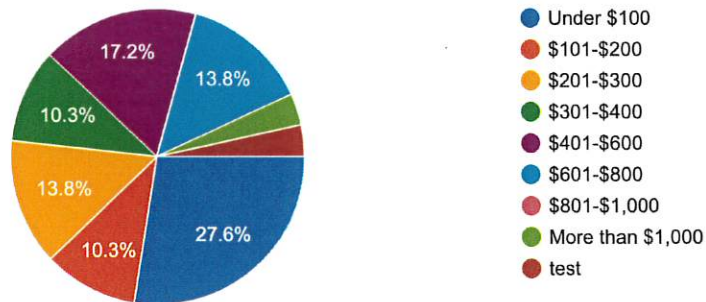
We asked how many people traveled with them to T or C - three said they came alone, 5 came with one other non-runner, two came with 2 others, two came with a group of 5, and one group of 12 (8 runners, 4 non runners) came from El Paso. (It's difficult to draw a lot from this, but we wanted to get the sense of whether runners are bringing other non-runners to stay with them in town, and it seems like many do).

We asked what runners thought of T or C in general - several mentioned that Art Hop was great, several mentioned how nice it was to soak after a long run, and one person especially loved Morning Star Outfitters and all the little shops downtown.

The following are two pie charts with additional info. Next year, we'll try to format more of the questions in a way that can be displayed in a pie chart.

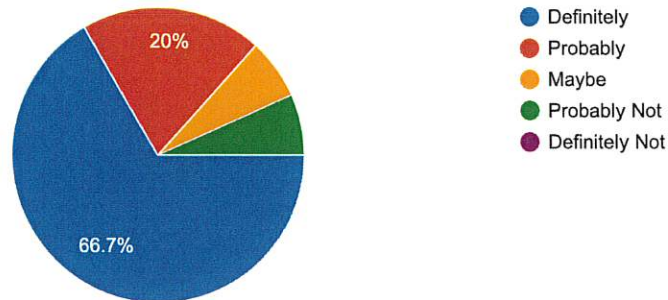
Our town is economically disadvantaged. Besides race registration fees, how much do you think you spent in the area on food, lodging, drinks, shopping, etc. over the weekend?

29 responses



How likely are you to recommend this race to your runner friends?

30 responses



2. Did you sell advertising for this project? If so, how much?

No, but we do offer race sponsorships which include business/individual names on a banner and t-shirts, shout out during announcements on race day, opportunity to set up a table at the race, and putting flyers or coupons in swag bags for all runners.

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future?

Yes. Our graphic designer was overscheduled this year and not able to get out the promotional flyers that we'd planned to distribute regionally. He was also behind deadline in getting a digital ad for us to display at Hollomon AFB, so we didn't have that up as long as we wanted (and a good chunk of the time was during the government shutdown, so not exactly when service members are wanting to spend money and schedule travel). Next year we will likely use a different graphic designer (at least for some of our needs) and schedule flyers and digital ads to be created by June/July.

We weren't able to get in touch with anyone from the Ft. Bliss advertising department about ads on their base. This may just be something we skip next year, and focus on more strategic Hollomon advertising. Ft. Bliss ads are significantly more expensive than Hollomon.

Additionally, it is probably not worth advertising our race in Ultra Runner Magazine. While we did have 16 runners from outside the region (we're considering that anywhere besides NM, AZ, and Texas - we figure most of our 32 Texas runners were from El Paso), we're probably not getting enough registrations from out of the region to justify the cost. We'd be better off spending more on Facebook advertising, and perhaps doing some more targeted and well-designed Facebook ads.

Our photographers were excellent and do a lot of their own social media promotion - for instance, they put out graphics listing all of the fall events they are covering - so we feel they help us get additional visibility throughout the state. Also, they are quite skilled at race photography and capturing images we can use in marketing.

4. If you utilized Lodgers' Tax for digital marketing, attach a copy of the analytics.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
Facebook	Social media ads	\$500
Ultra Running Magazine	The final of 3 print ads; we also were included in an email burst	\$665
Race photography - Lobo photography	Photography (and bonus social media promotion)	\$1,250
Morning Star Sports	Race shirts	\$1,413.75
Graphic Design for ads (Mo Koenig)	Design for Ultra Running Mag ads, digital ads for Hollomon AFB, banner and shirt layout	\$300

Hollomon AFB	Digital ads on bowling monitors and screens around base	\$405
Sentinel	Advertising in newspaper	\$314.29
Talon Septic	Portapotties	\$200
TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:		\$5,048.04

PART 6: ASSURANCES AND CERTIFICATIONS

I certify that I am authorized to act on behalf of the organization making this report and that the statements herein are complete and accurate to the best of my knowledge. We kept a clear and accurate accounting of how the funds were used. We evaluated the use of funds as required and approved by the City of Truth or Consequences and delivered this report to the City no more than (90) days after the event or project completion or on or before May 31st, 2026, whichever comes first).

Print your name and title: Becca Eza

Signature: 

Date: 1/16/26



2025-2026 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	Billboard New Vinyl
Event Date(s) and Location (if applicable)	10/13/25 - 10/11/26
Event Organizer & Title within Organization (if applicable)	Windy Barnes - Vice President
Phone Number of Organizer	575-952-0484
Email of Organizer	windyallenbarnes@gmail.com
Organization Address	996 South Broadway T or C, NM
Organization's Contact Person (If different than event organizer)	Windy Barnes
Contact Phone and Email for Organization's Contact Person	575-952-0484 - windyallenbarnes@gmail.co

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

Amount Requested: (Must match application page 4)	1,541.88
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 "since 2006"

Define/Describe the overall project/event (what is happening at the event?): Brand new Design and vinyl for the 14' x 48' Bulletin on I-25 Advertise our Park and Museum to guide the highway traffic into our City, Show what we got to offer and see+

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

We want everyone from a single passer by to a family and we really want the bus loads of school kids to visitor tour busses, we want every age bracket there is from one to 100+

Describe the regions/cities in which you plan to market your project/event outside of

Truth or Consequences? US Highway I -25

What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed? 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 guest sign in sheets, head counting and attends sheets from the schools How many

Facebook followers do you have for this event page or organization page (for a project)? 441 Instagram followers?

1. 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

2. 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 vinyl & installation	1,000.00
M Graphics & Design	Design New Vinyl	541.88
TOTAL AMOUNT REQUESTED: Must match page 1.		1,541.88

PART 5: FINANCIAL DISCLOSURE CHECKLIST

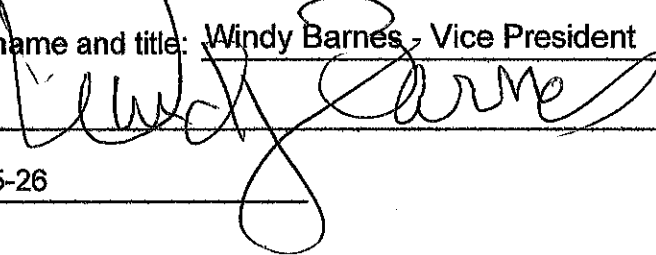
As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information. You are only required to submit this information once per fiscal year.

☐ IRS and Secretary of State proof of Good Standing

☐ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

Print your name and title: Windy Barnes, Vice President

Signature: 

Date: 1-15-26

11:55

Gmail

92



design.com

Powered by
Adobe
Acrobat Sign

Next

New Mexico/EI Paso
1650 Alameda Court SE
Albuquerque, NM 87106
Phone: 505-255-4400
Fax: 505-255-4410Lamar logo
CONTRACT # 5283204NonResident
Account Executive: Peter Ortiz
Phone: 505-255-4400

CONTRACTED BY AGENCY ON BEHALF OF ADVERTISER	
Customer #	131814-1
Name	VETERANS MEMORIAL PARK
Address	PO BOX 472
City/State/Zip	TORO, NM 87801-0472
Contact	Wendy Allen Bailey
Email Address	wendyallenbailey@gmail.com
Phone #	(505) 740-1850
Fax #	
P.O.J. Reference #	
Advertiser/Product	VETERANS MEMORIAL PARK
Campaign	

Department	Plant	Production Type	Misc	Service Dates	# Service Periods	Invest Per Period	Cost
Vinyl	280 New Mexico/EI Paso	Fabrication and installation of one 144x48 vinyl 2025		10/29/25	1	\$1,512.00	\$1,512.00
Total Production/Other Services Costs:							\$1,512.00

Special Considerations:

Advertiser warrants and warrants that the Lamar Campaign (Product) to display in good and working condition, and is responsible for the terms set forth above. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

This Agency representing this Advertiser in the contract hereby agrees to be jointly and severally and to jointly 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 (Official Title) of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Agency/Buying Service:	VETERANS MEMORIAL PARK
Signature:	* Click to Sign
Name:	(signature above)
Date:	(print name above) Oct 31, 2025
	(date above)

Advertiser:	VETERANS MEMORIAL PARK
Signature:	* Click to Sign
Name:	(signature above)
Date:	(print name above) Oct 31, 2025
	(date above)

THE LAMAR COMPANIES		This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.	
Peter Ortiz			
ACCOUNT EXECUTIVE: Peter Ortiz	GENERAL MANAGER	DATE	

STANDARD CONDITIONS

- 1. Late Work:** 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.
- 2. Copyright/Trademark:** Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.



Page 1 of 2

New Mexico/EI Paso
1650 Alameda Court SE
Albuquerque, NM 87106
Phone: 505-255-4400
Fax: 505-255-4410Lamar logo
CONTRACT # 5283204Date: 10/29/2025
Name/Email: RENEWAL
Account Executive: Peter Ortiz
Phone: 505-255-4400

- 3. Payment Terms:** Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding

This is replaced
By the next pages

3

installation



CONTRACT # 5378312

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	

Production/Other Services							
Department	Plant	Production Type	Misc	Service Dates	# Service Periods	Invest Per Period	Cost
Vinyl	296 New Mexico/El Paso	Fabrication and installation of one 14x48 vinyl 20872		02/02/26	1	\$1,000.00	\$1,000.00
Total Production/Other Services Costs:							\$1,000.00

Special Considerations:

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 solidio 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:	
	(date above)

THE LAMAR COMPANIES

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

ACCOUNT EXECUTIVE: Peter Ortiz

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.

2. Copyright/Trademark: Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.

INITIALS



BILLBOARD



ESTIMATE

Moshe Koenick

404 Main St

Truth Or Consequences, New Mexico 87901-2843

United States

Phone: 5757404526

Mobile: 5757404526

moshekoenick.com

BILL TO

Veterans Memorial Park

Maggie

maggiea@valornet.com

Estimate Number: 7

Customer Ref: Billboard

Estimate Date: October 28, 2025

Valid Until: November 27, 2025

Grand Total (USD): \$541.88

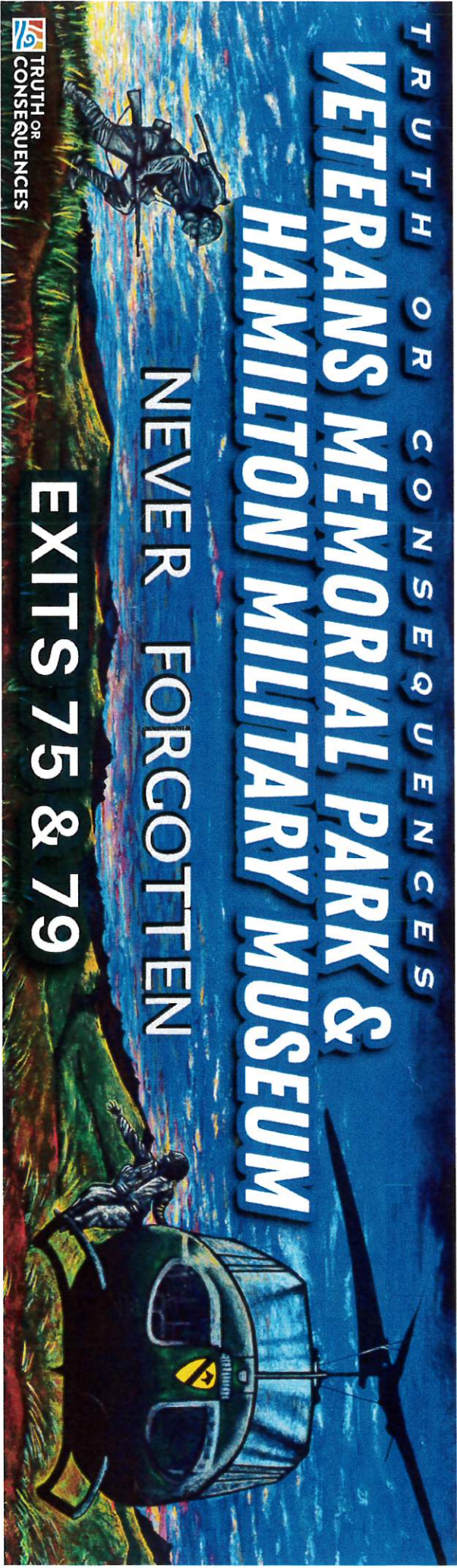
Product/Service	Quantity	Price	Amount
Graphic Design - Price per hour Design billboard using Gia Apple's painting	10	\$50.00	\$500.00
Subtotal:			\$500.00
TorC,NMtax 8.375%:			\$41.88
Grand Total (USD):			\$541.88

TRUTH OR CONSEQUENCES
**VETERANS MEMORIAL PARK &
HAMILTON MILITARY MUSEUM**

NEVER FORGOTTEN

EXITS 75 & 79

 TRUTH OR
CONSEQUENCES





2025-2026 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	Brochures
Event Date(s) and Location (if applicable)	
Event Organizer & Title within Organization (if applicable)	Windy Barnes - Vice President
Phone Number of Organizer	575-952-0484
Email of Organizer	windyallenbarnes@gmail.com
Organization Address	996 South Broadway T or C, NM
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	windyallenbarnes@gmail.com

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

Amount Requested: (Must match application page 4)	894.85
Anticipated Attendance (not including volunteers/staff):	35480

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":

Since 2006

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

2. Who is your target audience for your project/event and advertising (who do you want to attend?)
we distribute them to fraternal orders clubs, Chamber of Commerce to go out in
welcome packets and when people inquire about Truth or Consequence, schools,
motel/hotels, etc....

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

Sierra county, El Paso, Texas, Albuquerque, Colorado, Arizona

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

90% mail out , hand outs,

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, head counting, schools attendees sheets,

6. How many Facebook followers do you have for this event page or organization page (for a project)? 441 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
M Graphics Designs	Brochures	895.85
TOTAL AMOUNT REQUESTED: Must match page 1.		895.85

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.

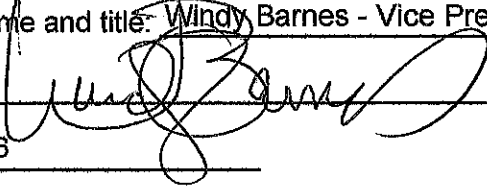
- ☐ IRS and Secretary of State proof of Good Standing
- ☐ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

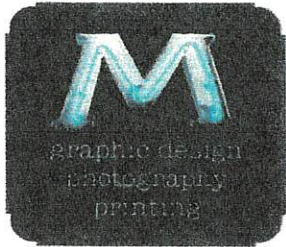
I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds 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: 1-16-26



Qty: 5000
NO UPDATE

ESTIMATE

Moshe Koenick
404 Main St
Truth Or Consequences, New Mexico 87901-2843
United States

Phone: 5757404526
Mobile: 5757404526
moshekoenick.com

BILL TO
Veterans Memorial Park
Maggie
maggiea@valornet.com

Estimate Number: 6
Customer Ref: Brochure Reprint 4
Estimate Date: October 28, 2025
Valid Until: November 27, 2025
Grand Total (USD): \$894.85

Product/Service	Quantity	Price	Amount
Printing - Price per piece Brochures SIZE: 9" x 16" FOLDING: Double Parallel Reverse Fold PAPER: 100 lb. Gloss Book (C2S) with Aqueous Coating PRINT TIME: Regular SHIPPING: UPS Ground (\$156.44 included)	5000	\$0.16514	\$825.70
Subtotal:			\$825.70
TorC,NMtax 8.375%:			\$69.15
Grand Total (USD):			\$894.85



2-hr drive from Albuquerque on I-25 S
2-hr drive from El Paso on I-25 N

For additional visitor information
& attractions visit SierraCounty.info



VETERANS MEMORIAL PARK & HAMILTON MILITARY MUSEUM

996 South Broadway
Truth or Consequences, NM 87901
TheWall@windstream.net
www.TorCVeteransMemorial.com

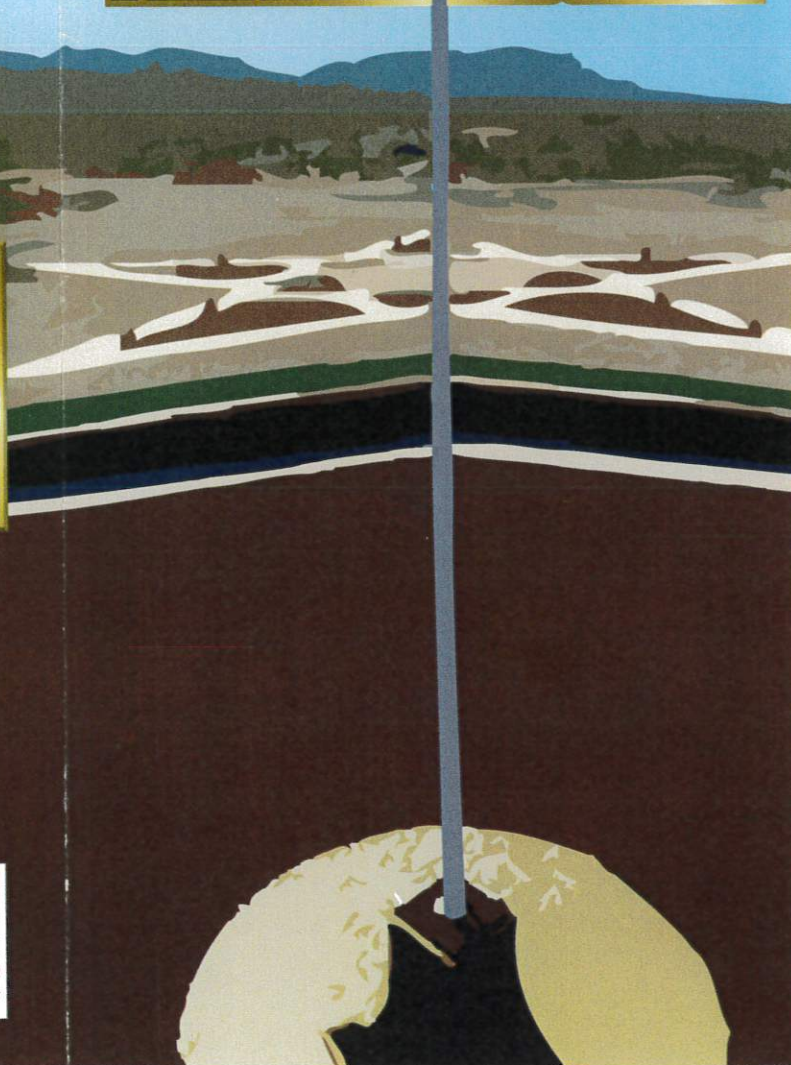
575.894.0750
575.740.1650



**TRUTH OR
CONSEQUENCES**



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



HAMILTON MILITARY MUSEUM



Through the generous donations of men and women who have served in the armed forces, as well as contributions from the families of these men and women, this museum and its contents are a living memorial and history of our country and the dedication of those who served. This is their story. Depicted are just some of the many rare and educational exhibits within the museum that are continually being updated and expanded.



COLUMBARIUM



Veterans Memorial Park in Truth or Consequences Columbarium – the Columbarium presents a unique opportunity for Veterans and their loved ones to be laid to rest in Veterans Memorial Park.

For more information on this service, come talk to us in the museum or call 575-894-0750.



WED; IT MUST BE ACHIEVED. ~ FRANKLIN D. ROOSEVELT ★

VIETNAM MEMORIAL WALL



In 2003, a half-scale traveling replica of the world-renowned Vietnam Veterans Memorial Wall made its permanent home in Truth or Consequences, New Mexico. This wall had been "retired" after traversing the United States for approximately three years, one of a handful of replicas traveling throughout the nation. More than one million people have visited the Memorial Funds Traveling Wall exhibitions since the project's inception in 1996. The original TorC replica made stops in nearly 200 U.S. locales in addition to touring the four Provinces of Ireland. Following a fundraising effort, a new weatherproof granite replica was installed at the park in 2018, to replace the original.

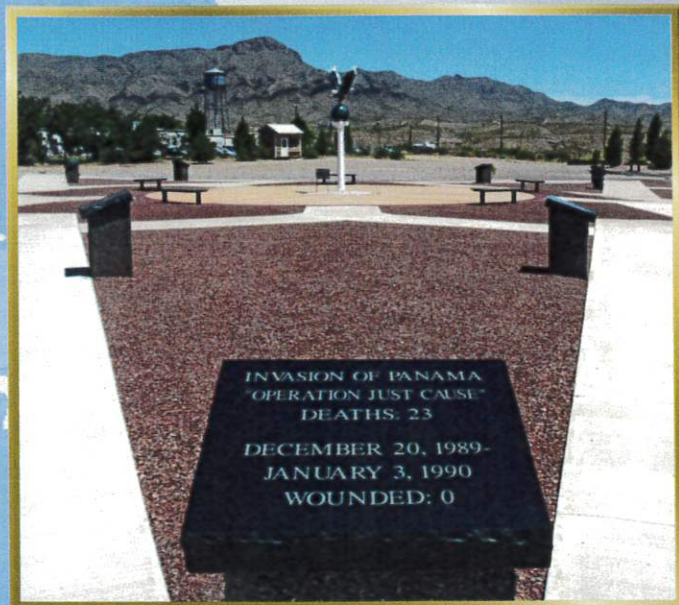
"The Wall That Heals speaks not only to the loss, but of the lives of 58,420 men and women named on the wall - our parents, children, neighbors and friends" said Jan C. Scruggs, founder and president of the Vietnam Veterans Memorial Fund. We are

confident that the memorial will become a frequent visiting place for those honoring the service of all who served in Vietnam and in particular, the 399 New Mexicans who made the ultimate sacrifice. This memorial in Truth or Consequences serves as a common gathering place for New Mexicans both young and old to show respect and honor in remembrance.



Eternal Flame

WALK OF EDUCATION



Take a historical journey along a congressional Medal of Honor shaped path and read our country's history on a monument representing each conflict the United States has been involved in since 1775, up to and including Afghanistan and Iraq.



★ IN THE TRUEST SENSE, FREEDOM CANNOT BE BEST



WELCOME TO THE TRUTH OR CONSEQUENCES VETERANS MEMORIAL PARK AND THE HAMILTON MILITARY MUSEUM. THE PARK IS DEDICATED TO THE MEMORIES OF FAMILY AND FRIENDS THAT HAVE DEDICATED THEIR LIVES TO THE SERVICE OF OUR GREAT COUNTRY. WE ENCOURAGE ALL GENERATIONS TO COME AND EXPERIENCE THE "WALL THAT HEALS" AS WELL AS OTHER ATTRACTIONS WITHIN THE PARK.



2025-2026 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	Park Entrance Sign
Event Date(s) and Location (if applicable)	New Entrerences sign 996 S.Broadway T or C
Event Organizer & Title within Organization (if applicable)	Windy Barnes - Vice President
Phone Number of Organizer	575-952-0484
Email of Organizer	windyallenbarnes@gmail.com
Organization Address	996 South Broadway T or C, NM
Organization's Contact Person (If different than event organizer)	Windy Barnes
Contact Phone and Email for Organization's Contact Person	same as above

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

Amount Requested: (Must match application page 4)	8988.89
Anticipated Attendance (not including volunteers/staff):	35222

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":
one other time shortly after we opened the Park in 2005

1. Define/Describe the overall project/event (what is happening at the event?):
Its going to be a 30"h X 120"w Monument double sided. The frame will be made iof steel
and covered in aluminum black panels. The faces of the monument will be polycarbonated
and covered in 3M outdoor UV Scotchcal Translucent Graphic Film. The frame willhave removable
panels for easy access of the power supplies. The Interior of the sign will have LED's and Power
supplies. Lynco ElectricCo. will install directly to existing concrete base.

2. Who is your target audience for your project/event and advertising (who do you want to attend?)
everyone that comes to the park We want everyone to come see our beautiful park and
displays and feel what others did for us and our freedom, this museum is better then
any history class.

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

will market it threw pictures and bochures and our web site.

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

90% of all our printed materials our distributed out side 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:

threw word of mouth, sign in sheets and event meetings.

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? _____

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
Lynco Electric Co.	Double Sided Monument Sign	8988.89
TOTAL AMOUNT REQUESTED: Must match page 1.		8988.89

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.

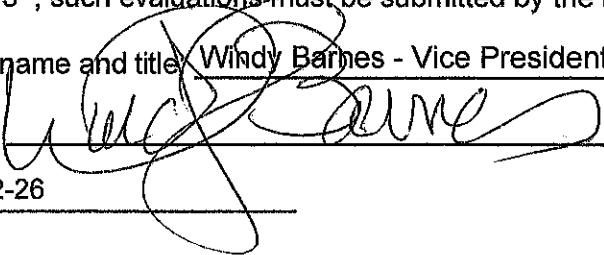
- ☐ IRS and Secretary of State proof of Good Standing
- ☐ Previously submitted

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: 1-22-26

Lynco Electric Company

Electrical Contractors (H.M. License #10715) (H.M. DOL Reference # 6101-62000071)

Quote

25-SJ-40 Veterans Memorial Sign

For:
Hamilton Military Museum**Location:**
608 Charles Avenue
Truth or Consequences NM
87901**Prepared By:**
Kelsey Hayduk
kelsey.hayduk@lyncoelectric.net**Description of Services**

	QTY	PRICE	SUBTOTAL
Remove old sign and replace with new sign	1.00	\$8,294.25	\$8,294.25
		Subtotal:	\$8,294.25
		0.8375% Tax:	\$694.64
		TOTAL:	\$8,988.89

Terms and Conditions

30"h x 120"w monument double sided. The frame will be made of steel and covered in aluminum black panels. The faces of the monument will be polycarbonate and covered in 3M Outdoor UV Scotchcal Translucent Graphic Film. The frame will have removable panels for easy access of the power supplies. The interior of the sign will have LED's and power supplies. Lynco Electric Co will install directly to existing concrete base.

Accepted by:_____
Hamilton Military Museum_____
Date



VETERANS
MEMORIAL PARK
&
Hamilton Military Museum



2025-2026 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Sierra County Historical Society - Geronimo Springs Museum
Project/Event Name	Historical Mural on external wall of Geronimo Springs Museum
Event Date(s) and Location (if applicable)	
Event Organizer & Title within Organization (if applicable)	Michael O Eatough Board of Directors Sierra County Historical Society
Phone Number of Organizer	(727) 748-2693
Email of Organizer	Moeatough@gmail.com
Organization Address	211 Main St, T or C, NM 87901
Organization's Contact Person (If different than event organizer)	Sandy Whitehead (575) 740-1285
Contact Phone and Email for Organization's Contact Person	Geronimospringsmuseum1972@outlook.com

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

Amount Requested: (Must match application page 4)	\$15000
Anticipated Attendance (not including volunteers/staff):	

PART 3: CRITERIA

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

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

New

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

Create a mural on the external wall of Geronimo Springs Museum depicting the History of Truth or Consequence and the surrounding area in order to promote museum visitation. The mural will be a 14x52 ft mural blended into the existing surface. Advantages of having a mural at the museum include: 1. Make the museum a destination instead of an afterthought for visitors to T or C. The desired effect is with images on webpages and visitors taking selfies with the murals it will generate more interest in. 2. Geronimo Springs museum is partnered with the Sierra County Arts Council to promote the Murals of Sierra County by having a Mural archive in the museum which will include a video of this mural being made. There are over 90 murals in T or C alone. This project is to also make T or C a destination for viewing murals as well as the hot springs and art galleries, enticing visitors to spend more days in T or C. 3. T or C already has a mural welcoming visitors to the Hot Springs District on the west side of town at Bullocks Grocery store. This would put a mural on the east side of T or C welcoming visitors coming in on Date St.

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

Tourists, potential tourists and residents

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

This Mural will be prominently displayed on the Geronimo Springs Museum Web Page and Social media platforms

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

There will be no printed materials

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 monitor the Museum attendance using our logbook that shows where visitors are from and if they stayed the night locally. We will also monitor the increase in attendance over previous years

6. How many Facebook followers do you have for this event page or organization page (for a project)? 1.8K Instagram followers? 0

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 sold advertising This will be in our brochure which is distributed at museums around the state

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
Chris Krieg- Altitude Murals	Mural	\$15000
TOTAL AMOUNT REQUESTED: Must match page 1.		\$15000

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.

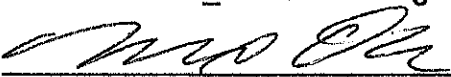
- ☐ IRS and Secretary of State proof of Good Standing
- ☐ Previously submitted

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: Michael Eatough BOD Sierra County Historical Society

Signature: 

Date: 01/20/2026

Sierra County Historical Society

EIN: 85-0220497 | T Or C, New Mexico, United States

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 ?

Copies of Returns (990, 990-EZ, 990-PF, 990-T)

Electronic copies (images) of Forms 990, 990-EZ, 990-PF or 990-T returns filed with the IRS by charities and non-profits.

✓ Tax Year 2022 Form 990

✓ Tax Year 2021 Form 990

✓ Tax Year 2020 Form 990

✓ Tax Year 2019 Form 990

✓ Tax Year 2019 Form 990

✓ Tax Year 2018 Form 990

✓ Tax Year 2017 Form 990


[Login](#)

Business Search

As of 1/21/2026 we have processed all business filings received in our office through 1/20/2026.

To file an amendment on a Business Record, search for the business, and choose File Amendment from the slide out drawer.

You must be logged in to file amendments. Please click on the Log In button in the top right and log in. If you do not have an account, please create one. The credentials from the previous system did not transfer to this system.

Business Search Info:


[Advanced](#)

Results: 1

Name	Business ID	Entity Type	Entity Sub-Type	Formed In	Status
SIERRA COUNTY HISTORICAL SOCIETY >	689869	Domestic Nonprofit Corporation	Domestic Nonprofit	New Mexico	Active

MURAL PROPOSAL

Geronimo Springs Museum
211 Main Avenue
Truth or Consequences, NM 87901
575-894-6600

Chris Krieg
607 N. Foch Street
Truth or Consequences, NM 87901
303-588-4808
krieg73@yahoo.com

January 22,, 2026

One (1) hand painted 14'x52at Geronimo Springs Museum @ \$15,000.00.

Cost includes liability insurance, wall prep, patterns, paint, painting supplies, scaffolding, and all labor.

Payment for this project will be due upon completion.

Thank you for the opportunity to submit this proposal!

