

Lincoln County
Lodgers Tax Committee
Regular Meeting

Kathleen McDonald, Tourist Related
Sheri Rodgers, Lodging Industry

Coda Omness, General Public
John Hemphill, Lodging Industry

AGENDA

County Annex (Substation Office) 109 Kansas City, Ruidoso, New Mexico,
and via ZOOM

Tuesday, February 28, 2023, at 10:00 a.m.

1. Call to Order
2. Roll Call
3. Selection of Vice-Chair
4. Approval of Agenda
5. Approval of Minutes:
 - a. January 31, 2023, Regular Lodger's Tax Meeting
6. Funding Requests:
 - a. Event: Ride Ruidoso – Spring Thunder Concerts
Amount Requested: \$20,000.00
Date (s) of Event: May 20, 2023
Presenter: Tim Roberts – Village of Ruidoso
7. Acceptance:
 - a. Expense Budget Report Ending February 23, 2023
8. Other Items (for discussion only – no action will be taken)
 - a. Outstanding Purchase Orders as of February 23, 2023
9. Next meeting:
 - a. March 28, 2023, Regular Meeting
10. Adjourn

ZOOM INVITE INFORMATION:

Join Zoom Meeting

<https://us02web.zoom.us/j/83759757264?pwd=RnlSZHEyNnJvVmRaeld0UUJlNUlMQT09>

Meeting ID: 837 5975 7264

Passcode: 647345

One tap mobile

+17193594580



County of Lincoln

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Agenda Item No. 5

SUBJECT:

Approval of Minutes:

- a. January 31, 2023, Regular Lodger's Tax Committee Meeting

Lincoln County Lodgers' Tax Committee Minutes

Regular Meeting January 31, 2023

Meeting conducted via Zoom

Members present: Sheri Rodgers, Coda Omness, and John Hemphill.

Members absent: Kathleen McDonald

Guest: Gary Stout, Lori Colman, Sally Wimberley, Rhonda Vincent, James Hobbs, Brianna Ventura, Ira Pearson and Francesca Hererra.

1. Call to Order

The meeting was called to order by Chair Sheri Rodgers at 10:05 am.

2. Roll Call

Three members present. A quorum was established.

3. Coda Omness made a motion to nominate John Hemphill as Chair of the Lincoln County Lodgers Tax Committee, seconded by Sheri Rodgers. Motion passed.

The committee will table Vice Chair selection to the February meeting.

4. Approval of Agenda

Sheri Rodgers offered a motion to move funding request before selection of new officers and approve the agenda with changes, seconded by John Hemphill. The motion passed.

5. Approval of Minutes: Sheri Rodgers made a motion to accept the November 29, 2022 regular meeting minutes, seconded by John Hemphill. Motion passed.

6. Funding Request

a. Lincoln County Art Loop:

Request: \$5000

Date(s) of Event: June 30, 2023-July 2, 2023

Presenter: Lori Colman

Coda Omness made a motion to fund \$5000 for advertising for the Lincoln County Art Loop. John Hemphill seconded. The motion passed. Sheri Rodgers reminded Lori Colman that invoices were due 90 days after the event.

b. Alto Artist Tour

Request: \$5000

Presenter: Sally Wimberley

Date(s) of Event: August 4-5, 2023

Coda Omness made a motion to fund \$5000 for advertising the Alto Artist Tour. John Hemphill seconded. The motion passed. Sheri Rodgers reminded Sally Wimberley that invoices were due 90 days after the event.

c. Aim High

Request: \$11,000

Presenter: Rhonda Vincent

Date(s) of Event: June 30, 2023-July 1, 2023

John Hemphill made a motion to fund \$11,000 for advertising the Aim High Event. Sheri Rodgers seconded. The motion passed. Coda Omness, abstained from the vote.

d. Flying J Chuckwagon Dinner and Show

Request: \$9000

Presenter: James Hobbs

Date(s) of Event: May 27, 2023-September 4, 2023

Coda Omness made a motion to fund \$9,000 for advertising the Flying J Summer Season. John Hemphill seconded. The motion passed.

Brianna Ventura will be in contact with paperwork after the February Lincoln County Commission meeting.

7. Acceptance of Expense Budget Report Ending December 31, 2022

Brianna Ventura went through the line items for the committee.

Reports accepted by committee.

8. Other Items for Discussion:

No action taken

a. Appointment of new Lodgers Tax Committee Member:

Email names of potential committee members to Ira Pearson.

No action taken

c. Outstanding Purchase Orders:

No action taken

9. Next meeting:

February 28, 2023, Regular Meeting

10. Adjournment

John Hemphill offered a motion to adjourn, with Coda Omness offering a second. The motion passed. The meeting adjourned at 10:52 a. m.

Respectfully submitted,

Coda Omness, Committee Secretary



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Agenda Item No. 6

SUBJECT:

Funding Requests:

- a. Event: Ride Ruidoso – Spring Thunder Concerts
Amount Requested: \$20,000.00
Date (s) of Event: May 20, 2023
Presenter: Tim Roberts-Village of Ruidoso



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Name of Event: Ride Ruioso- Spring Thunder Concerts Date(s) of Event: May 20, 2023

Name of Organization(s) applying for Funding: Village of Ruidoso

Amount requested for consideration: \$20,000.00

The following list of items will be considered as the Board of County Commissioners and the Lodger's Tax Committee reviews your request for funding. If any space is left blank, please provide reasoning.

Describe Event:

Complimenting the AspenCash Motorcycle Rally in 2023, Ride Ruidoso brings you Spring Thunder benefit concerts at Wingfield Park with live music performances, including headliner band Molly Hatchet and more.

Have Lincoln County Lodger's Tax funds been requested for this event before? Please check one: yes ☐ no ☒

If yes:

How many years has Lincoln County Lodger's Tax funds been used for the Event listed below? NA

List past years' requested funding amount(s):

Year: NA Amount requested: NA Amount funded: NA

Year: NA Amount requested: NA Amount funded: NA

Year: NA Amount requested: NA Amount funded: NA

What is the estimated total cost of the Event listed above for this year? \$65,000.00

What percentage of the cost of the Event listed above are you requesting from the County? 30%

How will the Event track guests who attend to determine how many out-of-town guests utilized County lodging as a result of the Event? This event is in conjunction with AspenCash Motorcylce Rally which is a multi-day event. The event will also

Include a motorcycle and car run that will follow the tour routes for the Ruidoso Adventure Tours around all of Lincoln County

Are there any in-kind or matching funds anticipated for the Event? Village of Ruidoso Lodger's tax

If funding is granted by the Board of County Commissioners, please list dollar amounts of how funds are anticipated to be used in advertising:

Newspaper advertising:	Radio:
Magazines:	Internet:
Printing:	Other:

What percentage of your budget is planned to be used for out-of-County advertising? _____


What sources and what amount of funding have been requested elsewhere?

The balance of funding is from Ruidoso Lodger's Tax and sponsorships.

Please feel free to add additional pages for consideration, and samples of past advertising or brochures.

STATEMENT OF UNDERSTANDING

I understand that I am requesting public funds and they are to be administered according to State Law and County Ordinances, and I agree to submit a follow-up report with a financial statement within ninety (90) days following the event or I may forfeit the funds. I understand that funding recommended for approval by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Board of County Commissioners. I also understand that approved funding amounts may differ from the amount requested on this application.

Name of Applicant (Please Print): Tim Roberts- Village of Ruidoso	
Signature of Applicant: Timothy Roberts	 Digitally signed by Timothy Roberts Date: 2023.02.21 14:36:00 -07'00'
Address: Street/City/Zip: 313 Cree Meadows Drive Ruidoso NM, 88345	
Phone: 575-973-5604	Email: timothyroberts@ruidoso-nm.gov
Date submitted: 2/21/2023	

Please supply a list of attached documents, and include previous years' Event budgets:

NA- New Event

FOR COUNTY USE:
Date received: 02/21/2023
Received by: Brianna Ventura
Added to Lodger's Tax Committee Agenda scheduled for: February 28, 2023



Manager Pearson,

I hope this finds you well. As you are aware, the Village of Ruidoso will be launching our third annual *Ruidoso Adventure Tour* sweepstakes in March 2023. This annual event aims to increase tourism throughout Lincoln County by encouraging visitors to explore not only outdoor recreation opportunities within the Village of Ruidoso, but also the surrounding county and municipalities, including Capitan, Lincoln, Carrizozo, and White Oaks. The incentive public involvement, the Village of Ruidoso has earmarked more than \$100,000.00 for sweepstake prizes, funded through our Lodger's Tax fund. This year, the *Ruidoso Adventure Tour* will be launched during our second annual Outdoor Expo being held at the Ruidoso Convention Center, March 11-12, 2023.

In conjunction with the *Ruidoso Adventure Tours*, the Village of Ruidoso has also committed to continuing our *Ride Ruidoso* events in 2023, including a May 20th, concert at Wingfield Park. *Ride Ruidoso* began in 2022 in response to the McBride Fire. This fundraising event was held in September 2022 and resulted in over \$70,000.00 being raised for four local charitable organizations as well as the Ruidoso Housing Trust Fund. The other non-profit organizations supported during this first event included the Boys and Girls Club, Toys for Tots, and the Community Foundation of Lincoln County. Following the success of this inaugural event, the Village of Ruidoso elected to continue the program and is planning a *Ride Ruidoso* concert for May 20th, 2023. This event is being supported through the Village of Ruidoso Lodger's Tax funds and we are seeking additional partners to help continue these successful events. For the May 20th, fundraiser, the Village is respectfully requesting \$20,000.00 in Lodger's Tax support from the County of Lincoln.

This event will not only bring in much-needed support funding for local charitable organizations but also increase tourism and economic development throughout all of Lincoln County. To that end, one of the primary activities planned during the event is an organized motorcycle and car run through Lincoln County. This *Armed Forces Day Run* will follow the routes already set in the *Ruidoso Adventure Tour* mobile application and will include stops in Lincoln, Capitan, White Oaks, and more. We sincerely appreciate the continued support the Village of Ruidoso receives from the County of Lincoln and look forward to expanded partnerships aimed at uplifting the economy and quality of life across the entire county.

Respectfully,

A handwritten signature in black ink, appearing to read "TR", is written over a horizontal line.

Tim Roberts

Village of Ruidoso

*Please find attached marketing information for the May 20th concert as well as last year's *Ruidoso Adventure Tour* program (as we are still finalizing the prizes for this year and plan on announcing those at the Outdoor Expo in a few weeks.)

2022 Ruidoso Adventure Tour

When: Until October 1st

Winners announced at Aspen Fest

Detail:

- There are 6 different themed self-guided tours that can be only accessed through the Discover Ruidoso App.
- Each tour had 5 different locations, the app uses the GPS on your phone to navigate you to the location and check you in once you are there
- You must check in to each 5 stops to get an entry
- You can get an entry for each tour (6 entries)
- If you do not have service, take a "selfie" at the location and the Chamber will manually enter you in

Tours:

- **Fishing**
- **Disc Golf**
- **4x4 Road- Jeep/OHV**
- **Hiking**
- **Mountain Biking**
- **Motorcycle**

Prizes:

- Ruidoso Vacation Package (Approximate value of \$3,500)
- 2022 Kona Process 153 (Mountain Bike size large) (Approximate Value of \$5,000)
- 2021 CFMOTO ZForce 950 (OHV) (Approximate Value of \$17,000)
- 2022 Harley Davidson Motorcycle Softtail Street Bob Approximate Value of \$18,000)
- 2022 No Boundaries 10.6 Series (Approximate Value of \$31,000)

This code will take you to the app



Ride Ruidoso Spring Thunder Concerts at Wingfield Park

Saturday, May
20, 2023
3:00 PM – 10:00
PM

Wingfield Park
300 Center
Street, Ruidoso,
NM, 88345,
United States
(map)

Google
Calendar · ICS

Complimenting the [AspenCash
Motorcycle Rally](#) in 2023, [Ride
Ruidoso](#) brings you **Spring
Thunder** benefit concerts at
Wingfield Park with live music
performances, including
headliner band Molly Hatchet
and more. [Buy Your Spring
Thunder Tickets Today!](#)



WINGFIELD PARK



[Buy tickets today >>](#)

RIDE RUIDOSO SPRING THUNDER



English

20, 2023

Ticket options include premium reserved concert seating, general admission, and a 12 and under ticket. Kids 3 years and under get in free.

[BUY TICKETS](#)

CONCERT SCHEDULE

TBD 2:00 pm

Metallica Tribute- Kill EM All

4:00 pm

Motley Crue Tribute Band 6:00

pm

Molly Hatchet 8:00 pm

*Center Street) Unless
Otherwise Specified*

*Concert events benefit the
Community Foundation of
Lincoln County Shelter Fund,
Shop with a Cop, and the
Ruidoso Housing Trust Fund.*

Source::

<https://www.rideruidoso.com/tickets>

Posted in Festivals, Music,
Things to do in Ruidoso,
Summer

Tagged Wingfield Park, live
music, Things to do with friends
in Ruidoso, concert, Annual
Events, AspenCash Motorcycle
Rally, Ride Ruidoso 2023

♥ 0 Likes ➦ Share



AspenCash Motorcycle Rally at Ruidoso Convention Center

Later Event: May 26

Opening Weekend at Ruidoso Downs Race Track

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plan your visit



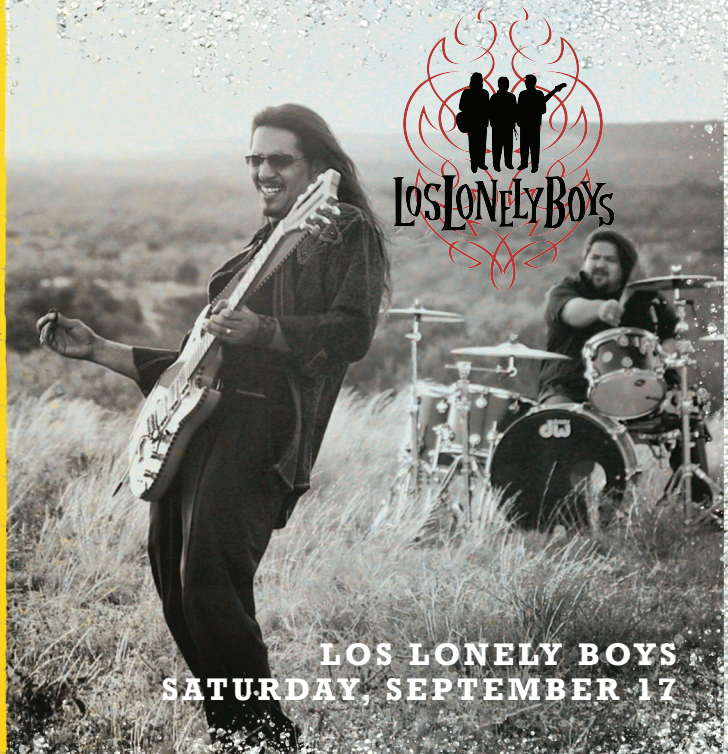
English



WINGFIELD PARK



FOGHAT FRIDAY, SEPTEMBER 16



**LOS LONELY BOYS
SATURDAY, SEPTEMBER 17**

Concert events will benefit victims of local natural disasters including the McBride Fire and replenish the resources of the Community Foundation of Lincoln County, the Community Foundation of Lincoln County Shelter Fund and the Ruidoso Housing Trust Fund

PRESENTING SPONSOR



- » **Concerts**
- » **Toys for Tots Benefit Run**
- » **Toys for Tots Burn-out Competition**
- » **Bike Games**
- » **Bike Stunt Events**
- » **Beer, Wine & Food**
- » **Vendor Market & Swap Meet**
- » **Rusty Balls Car Show**
- » **House of Riders NM Bike Show**
- » **Scorpion Tattoo Contest**
- » **Ruidoso Valley Chamber of Commerce Pin-up Pageant**

**For more information visit
RideRuidoso.com**

OUTDOOR *expo*

March 11-12 2023
Ruidoso Convention Center

RUIDOSO
PARKS & RECREATION
LIVING IN NATURE'S PLAYGROUND



www.lincolncountynm.gov

County of Lincoln

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Agenda Item No. 7

SUBJECT

Acceptance:

- a. Expense Budget Report Ending February 23, 2023

Tuesday, February 28, 2023

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Funds available for requests: \$231,598.00



County of Lincoln

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Agenda Item No. 8

SUBJECT:

Other Items (for discussion only – no action will be taken)

- a. Outstanding Purchase Orders as of February 23, 2023

		Name	Description	Line Item	Amount	
CK #	-0	PERA	PERA-REG DED PAYDAY 02/22/2023	440-61-2002	02/21/2023	110.43
					*Sub-Total	110.43
CK #	-0	PERA	PERA-REG MATCH PAYDAY 02/22/2023	440-61-2011	02/21/2023	102.01
					*Sub-Total	102.01
PO #	914894	LINCOLN COUNTY FAIR ASSOC.	MANAGEMENT AGREEMENT	440-61-2055	09/15/2022	28125.00
PO #	914932	LINCOLN COUNTY FAIR ASSOC.	AWARD FUND OF \$37500	440-61-2055	09/21/2022	28125.00
					*Sub-Total	56250.00
PO #	914171	FRIENDS OF HISTORIC LINCOLN	MICHAEL MARTIN MURPHY CONCERT	440-61-2168	04/25/2022	4215.18
PO #	914172	ALL-AMERICAN RUIDOSO DOWNS LLC	ALL AMERICAN COWBOYFEST	440-61-2168	04/25/2022	3457.67
PO #	915329	EMS REGION III	LODGER'S TAX REQUEST APPROVED	440-61-2168	12/28/2022	7204.00
PO #	915328	CARRIZOZO MUSIC INC.	LODGER'S TAX REQUEST APPROVED	440-61-2168	12/28/2022	10437.96
					*Sub-Total	25314.81
					LODGERS TAX	81777.25
					*Grand-Total	81777.25