

**City of Truth or Consequences
Lodger's Tax Advisory Board
AGENDA
REGULAR MEETING**

NOTICE is hereby given that a Regular Meeting of the Lodger's Tax Advisory Board of the City of Truth or Consequences, New Mexico, is to be held in the Commission Chambers 405 3rd street, Truth or Consequences, New Mexico, on Thursday, May 10, 2018 at 5:30 PM.

INTRODUCTION:

ROLL CALL:

Jake Foerstner, Chair
Moshe Koenick, Vice Chair
Theresa King, Member
Renee Cantin, Secretary

1. Approval of Agenda
2. Comments from the Public
3. Discussion- Lodgers Tax 3rd Quarter Work/Spending Reports FY 2016/2017
4. Discussion/Action- Lodgers Tax Applications FY 2017/2018
5. Comments from the Board
6. Adjourn

SET TIME, PLACE AND DATE FOR NEXT MEETING

(Meets quarterly on the last Thursday of the month at 5:30 PM) – July 26th, 2018

LODGERS' TAX RECIPIENTS**FISCAL YEAR: 2017/2018***Updated: 02/06/18*

Reports due by 15th of month following quarter.

NAME OF ORGANIZATION	ALLOTMENT	1ST QTR. REPORT		2ND QTR. REPORT		3RD QTR. REPORT		4TH QTR. REPORT	
		YES	NO	YES	NO	YES	NO	YES	NO
Chamber of Commerce	\$11,000	X	10/17	X	01/08	X	04/10		
Friends of Elephant Butte LK ST PK	\$700	X	11/07	X	01/11 *	X	03/28		
Geronimo Springs Museum	\$10,000	X	10/10	X	01/09	X	04/05		
MainStreet Truth or Consequences	\$12,000	X	10/10	X	01/11	X	04/12		
NMSRDA/Sierra Twirlers of T or C	\$2,000	X	09/14	X	12/27	X	3/29		
Sierra County Arts Council	\$3,000	X	09/28	X	01/22	X	04/12		
T or C Fiesta, Inc.	\$4,000	X	10/13	X	01/11	X	04/20		
Veterans Memorial Pk/Museum	\$3,300	X	12/29	X	02/06	X	04/04		
Geronimo Trail Scenic Byway	* \$6,000	X	10/17	X	01/09	X	04/25		
Sierra County Recreation & Tourism	* \$16,000	X	10/11	X	01/09	X	04/18		

* Coop Grant

1ST QTR:	JUL, AUG, SEP
2ND QTR:	OCT, NOV, DEC
3RD QTR:	JAN, FEB, MAR
4TH QTR:	APR, MAY, JUN

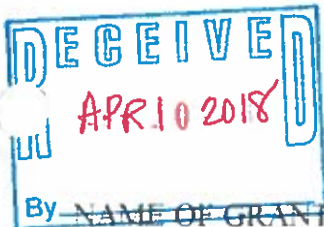
Copies to LTAB-No Board

Copies to CC 10/25/17.

Copies to LTAB-No Board

Copies to CC 01/24/18.

* Friends' report was held for signature. Signed 1/19/18.



LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT

FY: 2017 18

By NAME OF GRANTEE: Chamber of Commerce of Truth or Consequences & Sierra Co

THREE MONTH PERIOD OF REPORT: 01 01 18 TO 03 31 18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD

(If no work has been done, explain why work has not begun.)

website work almost done

Visitors Guide completed

Sierra County App 2017 expansion complete

Visitors Guide Distributed through Denver CO

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

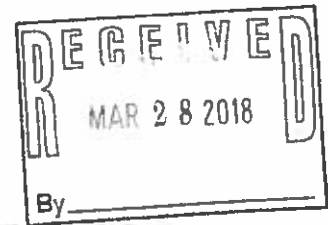
<u>ITEMS(S)</u>	<u>AMOUNT</u>
<i>Visitors Guide Printing</i>	\$ <u>9,200.00</u>
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
NM GRT	\$ _____ (if applicable)
TOTAL	\$ <u>9,200.00</u>

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
<i>website updating</i>	<i>04 30 18</i>
<i>Visitors Guide Printing</i>	<i>done</i>
<i>Sierra County App expansion and updates</i>	<i>done</i>
<i>Visitors Guide Distribution</i>	<i>Denver done</i>

SIGNATURE	575 894-2239	04 10 18
	CONTACT PHONE NUMBER	DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**



NAME OF GRANTEE: Friends of Elephant Butte Lake State Park

THREE MONTH PERIOD OF REPORT: 01/01/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
(If no work has been done, explain why work has not begun.)

The chairperson for advertising is still working with the Sandcastle artist to finalize
the sculpture for the Father's Day weekend.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

<u>ITEMS(S)</u>	<u>AMOUNT</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
NM GRT	\$ _____ (if applicable)
TOTAL	\$ 0.00

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
<u>Poster</u>	<u>Prior to June 10, 2018</u>

Carl L. Johnson
SIGNATURE

(520)471-0134
CONTACT PHONE NUMBER

03/28/18
DATE

RECEIVED
JAN 11 2018
By _____

THREE MONTH PERIOD OF REPORT: 10/01/17 TO 12/31/17
(mm/dd/yy) (mm/dd/yy)

The chairperson for advertising has been working with the sandcastle artist for this Father's Day creation. We are anticipating another spectacular sculpture to draw even more families to the lake!

ITEMS(S)	AMOUNT
	\$
	\$
	\$
	\$
	\$
	\$
NM GRT	\$ (if applicable)
TOTAL	\$ 0.00

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
<i>Poster</i>	<i>Prior to June 10, 2018</i>

01/11/18
DATE

RECEIVED
APR 05 2018
By _____

THREE MONTH PERIOD OF REPORT: 01/01/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

We also had work completed on the web site. These subjects included the El Camino Real exhibit, and the Sierra County Historical Society Annual Banquet. The speaker provided additional information on the El Camino Real, our major museum project for the past six months.

OK / K. S. K. S. K. S.

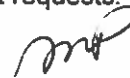
05/31/18

DATE

Detail for 3rd quarter Lodgers Tax 17/18

Marksman-El Paso	\$150.00	Non-local
Chap Guide-Herald	\$208.32	Non-local
Herald	\$123.69	Local
Marksman-El Paso	\$150.00	Non-local
Sentinel	\$150.00	Local
Herald	\$123.69	Local
Sentinel	\$99.75	Local
Cobblestone	\$86.80	Non-local
Herald	\$123.69	Local
Web-Ruanna	\$87.67	Non-Local

Copies of all ads and work completed were turned in with re-imbursement requests.



**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**



NAME OF GRANTEE: MainStreet Truth or Consequences

THREE MONTH PERIOD OF REPORT: 01/01/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.

(If no work has been done, explain why work has not begun.)

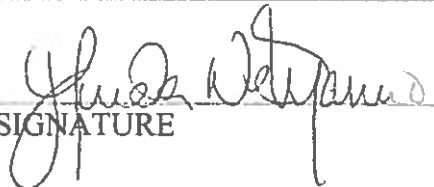
This quarter, we did some promotion for Second Saturday Art Hop via Facebook. We are lining up a photoshoot for April for banners and other collatoral materials. As the promotion ended on March 31st, we have not yet put in for reimbursement money.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

<u>ITEMS(S)</u>	<u>AMOUNT</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
NM GRT	\$ _____ (if applicable)
TOTAL	\$ 0.00

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
_____	_____
_____	_____
_____	_____


SIGNATURE

575-740-6180
CONTACT PHONE NUMBER

04/12/18
DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: *NMSRDA/Sierra Twirlers of T or C*

THREE MONTH PERIOD OF REPORT: *01/01/18* TO *03/31/18*
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
(If no work has been done, explain why work has not begun.)

*Joey distributed Flyers to the Central District Dance that was held in Albuquerque, NM.
Which was held on 1/20/18. The round trip was 300 miles.
Joey distributed Flyers to the Four Corners dance that was held in Cortez Co.
Which was held on 3/16-18/18. The round trip was 792 miles.*

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

<u>ITEMS(S)</u>	<u>AMOUNT</u>
<i>Adevertisement Distribution Mileage-round trip to Central</i>	\$
<i>District 300 miles @ \$.43 per mile for Festival flyers.</i>	\$ 129.00
<i>Adevertisement Distribution Mileage-round trip to Four</i>	\$
<i>Corners 792 miles @ \$.43 per mile for Festival flyers.</i>	\$ 340.56
	\$
NM GRT	\$ (if applicable)
TOTAL	\$ 469.56

OK/KSaaucau

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
<i>Adevertisement Distribution Mileage</i>	<i>09/30/17</i>

Joseph A. Salas
SIGNATURE

505-804-3842
CONTACT PHONE NUMBER

03/27/18
DATE

RECEIVED
APR 12 2018
By _____

THREE MONTH PERIOD OF REPORT: 01/01/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

The Program of work utilizing The City Truth or Consequences Lodgers Tax Funds is near completion for SCAC for 2017-2018 funding year.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

Media invoices along with tear sheets are being catalogued for inclusion to the final program spending report and request for reimbursement due in May 2018

CONTACT PHONE NUMBER

DATE 4-12-2014

Rev. 3/2015

575-894-4244

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: *Sierra County Arts Council*

01-22-18P12:01 RCVD

THREE MONTH PERIOD OF REPORT: *10/01/17* TO *12/31/17*
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.

*Sierra County Artrs Council's Program of Work is in progress with some projects now completeing.
The Santa Fe Opera's Touring Company here in April 2018 will be a major focus of SCAC'S
ad campaign utilizing the City of T or C's Lodgers Tax Program*

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

<u>ITEMS(S)</u>	<u>AMOUNT</u>
	\$
	\$
	\$
	\$
	\$
	\$
NM GRT	\$ (if applicable)
TOTAL	\$ 0.00

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
-------------	------------------------------------

*SCAC'S program will end in April 2018
right after The Santa Fe Opera appearance*

SIGNATURE

CONTACT PHONE NUMBER

DATE



894.4244

1-22-2018

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**



NAME OF GRANTEE: T or C Fiesta

THREE MONTH PERIOD OF REPORT: 01/01/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.

(If no work has been done, explain why work has not begun.)

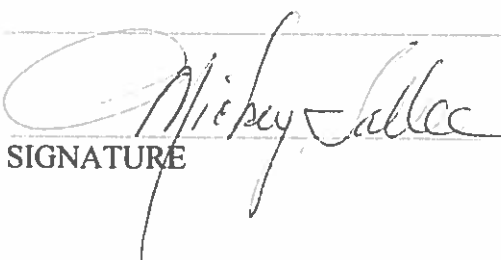
No work has been done this quarter. Our event takes place in May.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

<u>ITEMS(S)</u>	<u>AMOUNT</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
NM GRT	\$ _____ (if applicable)
TOTAL	\$ 0.00

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
_____	_____
_____	_____
_____	_____


SIGNATURE

575-894-8948
CONTACT PHONE NUMBER


04/15/18
DATE

RECEIVED
APR 04 2018
By _____

THREE MONTH PERIOD OF REPORT: 01/31/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

<u>ITEMS(S)</u>	<u>AMOUNT</u>
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
NM GRT	\$ _____ (if applicable)
TOTAL	\$ <u>0.00</u>

[illegible]


SIGNATURE

CONTACT PHONE NUMBER

DATE _____

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: T OR C VETERANS MEMORIAL PARK & MUSEUM

THREE MONTH PERIOD OF REPORT: 10-1-17 TO 12-31-17
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
(If no work has been done, explain why work has not begun.)

02-06-18P02:09 RCVD

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

<u>ITEMS(S)</u>	<u>AMOUNT</u>
Billboard Advertising I-25	\$ 803.40
	\$
	\$
	\$
	\$
	\$
NM GRT	\$ (if applicable)
TOTAL	\$ 0.00 803.40

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
-------------	------------------------------------

	<u>952-0484</u>	<u>2-4-18</u>
SIGNATURE	CONTACT PHONE NUMBER	DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: Geronimo Trail Scenic Byway

THREE MONTH PERIOD OF REPORT: 01/01/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.

(If no work has been done, explain why work has not begun.)

Day Trips for 2018-2019 have been printed and ready for distribution

Web site is still work in progress.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

<u>ITEMS(S)</u>	<u>AMOUNT</u>
	\$ _____
<u>Printing of Day Trips</u>	\$ <u>5,000.00</u>
	\$ _____
	\$ _____
	\$ _____
	\$ _____
NM GRT	\$ _____ (if applicable)
TOTAL	\$ <u>5,000.00</u>

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
<u>Web site upgrades and maintenance</u>	<u>04/30/18</u>

Lafena Miller
SIGNATURE

575-894-2255
CONTACT PHONE NUMBER

04/25/18
DATE

RECEIVED
APR 18 2018
By _____
Terry Board


THREE MONTH PERIOD OF REPORT: 01/01/18 TO 03/31/18
(mm/dd/yy) (mm/dd/yy)

(If no work has been done, explain why work has not begun.)

Tourism Website updates, maintenance, projects, coorections, additions, Facebook, Twitter, Brochure

ITEMS(S)	AMOUNT
<i>Website updates,maint,projects,Facebook,Twitter</i>	\$ 1,150.90
<i>Brochure Distribution</i>	\$ 1,000.00
	\$
	\$
	\$
	\$
NM GRT	\$ 97.83 (if applicable)
TOTAL	\$ 2,248.73

<u>TASK</u>	<u>ANTICIPATED COMPLETION DATE</u>
<i>Website, updates, maintenance, advertising, Facebook</i>	<i>05/31/18</i>
<i>Print</i>	<i>05/01/18</i>


SIGNATURE

CONTACT PHONE NUMBER

04/12/18
DATE

505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19

This evaluation form is provided for the Board's convenience, therefore, it is not filled out completely.
The City provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

***CHAMBER OF COMMERCE
OF TRUTH OR CONSEQUENCES & SIERRA COUNTY***

- Is applicant a nonprofit organization? Must provide proof of nonprofit status.
☒ Yes ☐ No ☐ Unknown, No Documentation Provided
- Was application submitted by the deadline? ☒ Yes ☐ No
- Does their marketing plan meet the guideline objectives? ☐ Yes No ☐
- Did applicant apply the 75/25 marketing ratio? ☐ Yes No ☐
Request: \$21,700 (75% = \$16,275) (25% = \$5,425)
- What other funding sources does applicant have?
None per application
- Did applicant receive Lodgers Tax funds from the City for the previous grant year?
☒ Yes ☐ No
If yes, was the entire allocation expended? ☐ Yes ☒ No 4.5% Not Used
FY 17/18 Allocation: \$11,000 - \$10,500 has been paid to date.
- Were quarterly reports submitted timely? ☐ Yes ☒ No ***1st Q was late.***

STAFF NOTES: ***Please reference comments to questions above.***

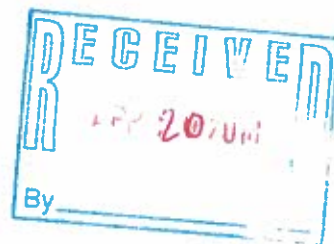
NOTES/COMMENTS: _____

RECOMMENDATION: ☐ APPROVED ☐ DECLINED

LTAB Member: _____

Date: _____

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



FY: 2018/2019 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY CLERK NO LATER THAN
April 20, 2018 by 5:00 PM

WORKSHOP: THURSDAY, March 29, 2018
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 280529

Chamber of Commerce of Truth or Consequences and Sie

NAME OF NON-PROFIT ORGANIZATION

207 S. Foch

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

89

NO. OF MEMBERS

DATE

Hans Townsend

CONTACT PERSON (Print or Type)

SIGNATURE

894-2239

TELEPHONE NUMBER

AMOUNT REQUESTED: \$21,700.00

AMOUNT AWARDED: 'For Board Use Only' info@torcchamber.org

E-MAIL

NAME OF EVENTS/PROJECTS Sierra County Visitors Guide, Sierra County Visitors Guide Distribution,
Chamber website, Sierra County App Updates

DATES OF EVENTS/PROJECTS _____

LOCATION OF EVENTS: _____

HOW MANY PEOPLE ATTEND: _____
(Total) (Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS _____

DESCRIBE THE EVENTS/PROJECTS _____

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
ADVERTISE: <u>Sierra County App Updates and additions</u>	\$ <u>850.00</u>
PRINT: <u>Sierra County Visitors Guide</u>	\$ <u>12,000.00</u>
PUBLISH: _____	\$ _____
RADIO: _____	\$ _____
TELEVISION: _____	\$ _____
WEBSITE: <u>Update and Service</u>	\$ <u>600.00</u>
OTHER COSTS: <u>Sierra County Visitors Guide - distribution</u>	\$ <u>1,200.00</u>

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

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 LODGER'S TAX MONIES, SHALL INCLUDE THE WORDING "PAID IN PART BY TRUTH OR CONSEQUENCES LODGER'S TAX", THE CITY OF TRUTH 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:

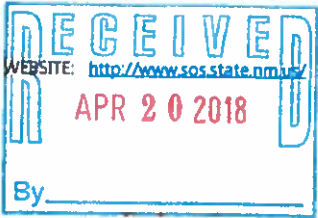
[Troubleshooting FAQ](#)

Office of the New Mexico Secretary of State 325 Don Gaspar - Suite 300 Santa Fe, New Mexico 87501

WEBSITE: <http://www.sos.state.nm.us/>

[Click here for suggested browser settings](#)

[Report a Problem?](#)



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Search Information

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

Domestic State: New Mexico

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:

No Pending Reports.

Registered Agent:

No Records Found.

License:

No 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**



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
Vice President	BETTY BRANNON	PO BOX 632, 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

Financial Information

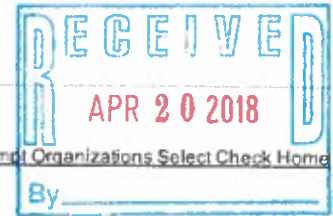
Not Applicable

Filing History

License History



Entity Name History



Exempt Organizations Select Check

990-N (e-Postcard) filer information

Tax Period:
2015 (07/01/2015 - 06/30/2016)

Employer Identification Number (EIN):
85-0034905

Legal Name:
CHAMBER OF COMMERCE OF TRUTH OR CONSEQ & SIERRA COUNTY

Mailing Address:
207 S Foch Street
TRUTH OR CONSEQUENCES, NM 87901
United States

Doing Business As:

Gross receipts not greater than:
\$50,000

Organization has terminated:
No

Principal Officer's Name and Address:
Mike Kertez
207 S Foch St
Truth or Consequences, NM 87901
United States

Website URL:

Related 990-N (ePostcard) Filings:

If the organization has filed additional Forms 990-N (e-Postcards), link(s) to additional e-Postcard filings are displayed below. Click on the link(s) to see the information included in those filing(s).

- [Tax Year 2007](#)
- [Tax Year 2008](#)
- [Tax Year 2010](#)
- [Tax Year 2011](#)
- [Tax Year 2012](#)
- [Tax Year 2013](#)
- [Tax Year 2014](#)

505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19

This evaluation form is provided for the Board's convenience, therefore, it is not filled out completely.
The City provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

GERONIMO SPRINGS MUSEUM

- Is applicant a nonprofit organization? Must provide proof of nonprofit status.

☒ Yes ☐ No ☐ Unknown, No Documentation Provided

- Was application submitted by the deadline? ☒ Yes ☐ No

- Does their marketing plan meet the guideline objectives? ☐ Yes No ☐

- Did applicant apply the 75/25 marketing ratio? ☐ Yes No ☐

Request: \$12,000 (75% = \$9,000) (25% = \$3,000)

- What other funding sources does applicant have?

Applicant received \$3,500 in Subrecipient funds from the City for FY 17/18. They received \$500 from Sierra County, documentation provided. Congratulations on the other fund!

- Did applicant receive Lodgers Tax funds from the City for the previous grant year?

☒ Yes ☐ No

If yes, was the entire allocation expended? ☐ Yes ☒ No 70.3 % Not Used

FY 17/18 Allocation: \$10,000 - \$2,968.35 has been paid to date.

- Were quarterly reports submitted timely? ☒ Yes ☐ No

STAFF NOTES: *Please reference notes to questions above. Please see attachments.*

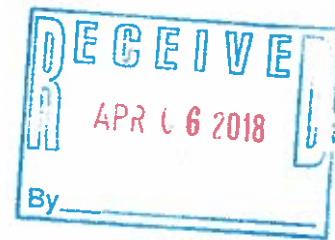
NOTES/COMMENTS: _____

RECOMMENDATION: ☐ APPROVED ☐ DECLINED

LTAB Member: _____

Date: _____

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



FY: 2018/2019 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY CLERK NO LATER THAN
April 20, 2018 by 5:00 PM

WORKSHOP: THURSDAY, March 29, 2018
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 85-0220497

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER -780768-00-9 (Att A, B, C, D, E

Sierra County Historical Society/Geronimo Springs Mus

NAME OF NON-PROFIT ORGANIZATION

211 Main

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

100

NO. OF MEMBERS

04/10/18

DATE

Marilyn Pope

CONTACT PERSON (Print or Type)

Marilyn Pope

575-894-6600--740-0724

TELEPHONE NUMBER

AMOUNT REQUESTED \$12,000.00

AMOUNT AWARDED: _____

info@geronimospringsmuseum.com
E-MAIL

NAME OF EVENTS/PROJECTS (Attachment F)

DATES OF EVENTS/PROJECT: These events are usually ongoing.

Geronimo Springs Museum is open 360 days annually-53 hrs weekly

LOCATION OF EVENTS: Geronimo Springs Museum, T or C Civic Center,

Albert Lyon Event Center, or other location, as specified

HOW MANY PEOPLE ATTEND: 14,000 app
(Total)

11,000 app
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENT: Sign in sheets for museum

Registration for events

DESCRIBE THE EVENTS/PROJECT: Displays, El Camino Real, Humphries Art, Gem and Minerals,

Hispanic Heritage, Book Reviews, Historical--Other groups, Re-Cycling Event, Book Signings, etc.

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: _____	\$ <u>6,000.00</u>
PUBLISH: _____	\$ <u>2,000.00</u>
RADIO: _____	\$ <u>1,000.00</u>
TELEVISION: _____	\$ _____
WEBSITE: _____	\$ <u>3,000.00</u>
OTHER COSTS: _____	\$ _____
<i>(Please see Attachment G for detail.)</i>	\$ <u>12,000.00</u>

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

Geronimo Springs Museum has a host or hostess at the front desk at all times for
assistance. Information given includes: dining, lodging, shopping, genealogy, area programs,
events, tours, and available area services. Multi-purpose promotion is used in an attempt to
keep guests in the area for a longer stay, providing additional revenue, and perhaps
initiate a conversation on re-location. (Please see Attachment H.)

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 Recent-\$500.00

DESCRIBE THE ACTIVITIES YOUR ORGANIZATION SOUGHT FUNDING FOR (Please see Attachment I.)

ALL PRINTED MATERIALS OF THE ORGANIZATIONS WHICH ARE PAID FOR FROM LODGERS TAX MONIES, SH/
 INCLUDE THE WORDING _____ AND THE CITY OF
 TRUTH OR CONSEQUENCES LOGO.

FOR BOARD USE ONLY: PRIORITY NO. _____

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION \$ _____

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:

12:15 PM
01/18/18
Cash Basis

Sierra Co. Historical Society
Balance Sheet
As of December 31, 2017

	Dec 31, 17
ASSETS	
Current Assets	
Checking/Savings	
B.S.W -pilot savings	15,027.91
Bank of Southwest-Museum	4,774.58
BBVA Compass - Gift Shop	108.96
Citizens- Checking	1,375.55
Citizens- Savings	462.16
Edward Jones - Acct #264-04405-	71,899.32
Petty Cash	300.00
Total Checking/Savings	93,948.48
Total Current Assets	93,948.48
Fixed Assets	
Furniture and Equipment	39,918.59
Museum Building and Land	309,631.94
Museum Library	2,496.53
Total Fixed Assets	352,047.06
Other Assets	
Marketable Securities	-1,952.61
Total Other Assets	-1,952.61
TOTAL ASSETS	444,042.93
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Taxes - FICA, MED, W/H	774.86
State Taxes - Withholding	389.77
Total Payroll Liabilities	1,164.63
Total Other Current Liabilities	1,164.63
Total Current Liabilities	1,164.63
Total Liabilities	1,164.63
Equity	
Unrestricted Net Assets	470,921.48
Net Income	-28,043.18
Total Equity	442,878.30
TOTAL LIABILITIES & EQUITY	444,042.93

12:15 PM
01/18/18
Cash Basis

Sierra Co. Historical Society
Profit & Loss
January through December 2017

	Jan - Dec 17
Ordinary Income/Expense	
Income	
Calendar Ads	1,900.00
Consignment Sales	13,267.49
County Fair	301.85
Craft Fair	870.00
Fall Banquet	3,195.00
General Income	
General Donations	11,763.52
Gift Shop Sales	25,320.83
Museum Admission Fees	22,174.00
General Income - Other	25.00
Total General Income	59,283.35
gift certificate sales	710.00
GSM Donor Program	2,250.00
Homes Tour	1,524.00
Indirect Public Support	
City of T or C	4,011.73
Indirect Public Support - Other	7,317.68
Total Indirect Public Support	11,329.41
Investments	
Interest-Savings, Short-term CD	2,718.64
Total Investments	2,718.64
Other Types of Income	
Annual Banquet	6,740.50
Garage Sale	794.50
Miscellaneous Revenue	-244.50
Room Rental	125.00
Other Types of Income - Other	2,403.55
Total Other Types of Income	9,819.05
Program Income	
Membership Dues	1,987.50
Program Income - Other	1,316.00
Total Program Income	3,303.50
Raffle	251.00
Total Income	110,723.29
Cost of Goods Sold	
Cost of Goods Sold	
Books for Resale	512.00
Consignment Items for Sale	
Anika Welty	66.50
Anne Dimit	126.00
Candy Michalski	494.20
Connie Baca	1,076.24
DAV	53.00
Garlene Daniel	172.37
Harvey Ertle	777.00
Mary Miller	1,241.13
Mary Oakleaf	39.03
Michelle Crawford	137.90
Roy Lohr	52.50
Sierra County Genealogy Society	33.60
Victoria Harrington	30.80
Consignment Items for Sale - Other	6,730.33
Total Consignment Items for Sale	11,030.60
Credit Card Fees	1,673.80
Cost of Goods Sold - Other	46.20
Total Cost of Goods Sold	13,262.60

12:15 PM
01/18/18
Cash Basis

Sierra Co. Historical Society
Profit & Loss
January through December 2017

	Jan - Dec 17
Other Items For Sale	
Arcadia Publishing	1,160.79
Authentic Cards	136.05
Craft Stones	826.43
Gem Guides	475.48
High Lonesome Books	193.74
Jimmy Begay	250.00
Treasure Chest	302.87
University of Okla Press	522.33
UNM Press	896.58
Wonder Hut	169.16
Other Items For Sale - Other	6,631.23
Total Other Items For Sale	11,564.66
Total COGS	24,827.26
Gross Profit	85,896.03
Expense	
Annual Banquet	2,700.00
Bank Fee	1,165.19
Contract Services	
Accounting Fees	1,274.89
Legal Fees	10.00
Total Contract Services	1,284.89
Facilities and Equipment	
Alarm Service	844.84
Computer & Software Expense	799.00
Insurance- Small Business	2,948.90
Laundry & Cleaning	314.34
Maintenance	25,243.49
Pest Control	631.68
Property Insurance	1,248.30
Utilities	5,462.36
Total Facilities and Equipment	37,492.91
Gift certificate redeemed	606.19
Operations	
Advertising	11,771.81
Books, Subscriptions, Reference	533.00
Decorations	42.72
Donations to Others	100.00
Dues & Memberships	150.00
Meeting Expenses	
Refreshments	430.66
Total Meeting Expenses	430.66
Postage, Mailing Service	660.04
Printing and Copying	322.16
Supplies	
Office supplies	652.97
Other Supplies	913.75
Total Supplies	1,566.72
Telephone, Telecommunications	2,629.38
Web Site	2,286.64
Operations - Other	500.00
Total Operations	20,993.13
Other Expenses	859.00

12:15 PM
01/18/18
Cash Basis

Sierra Co. Historical Society
Profit & Loss
January through December 2017

	Jan - Dec 17
Other Types of Expenses	
Insurance - Liability, D and O	129.00
Other Costs	685.00
Other Types of Expenses - Other	2,341.84
Total Other Types of Expenses	3,155.84
Payroll Expenses	
Employee Payroll	41,882.00
Federal Taxes	3,203.88
State Unemployment Expenses	406.58
State WC-1	64.50
Total Payroll Expenses	45,556.96
Property Taxes	125.16
Reconciliation Discrepancies	-0.06
Voided Checks	0.00
Total Expense	113,939.21
Net Ordinary Income	-28,043.18
Net Income	-28,043.18

**Exempt Organizations Select Check**[Exempt Organizations Select Check Home](#)

Organizations Eligible to Receive Tax-Deductible Charitable Contributions (Pub. 78 data) - Search Results

The following list includes tax-exempt organizations that are eligible to receive tax-deductible charitable contributions. Click on the "Deductibility Status" column for an explanation of limitations on the deductibility of contributions made to different types of tax-exempt organizations.

Results are sorted by EIN. To sort results by another category, click on the icon next to the column heading for that category. Clicking on that icon a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

1-1 of 1 results

Results Per Page 25 ▼ OK

« Prev | 1-1 | Next »

EIN ▲	Legal Name (Doing Business As) ▲	City ▲	State ▲	Country ▲	Deductibility Status ▲
35-0220497	Sierra County Historical Society	T or C	NM	United States	PC

« Prev | 1-1 | Next »

[Return to Search](#)

[HOME](#)

Search Information

[Home](#)

Entity Details

Business ID#: 689869

Status: Active

Entity Name: SIERRA COUNTY
HISTORICAL SOCIETY

Standing: Good Standing

DBA Name: Not Applicable

Entity Type and State of Domicile

Entity Type: Domestic Nonprofit
Corporation

Domestic State: New Mexico

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	Total
12/31/2017	05/15/2018		2017	\$10	\$0	\$10

Total No. of Records: 1 Page 1 of 1

Registered Agent:

No Records Found.

License:

No Records Found.

Contact Information

Mailing Address: 211 MAIN ST, T Or C, NM 87901

Principal Place of Business in New
Mexico: 211 MAIN, T Or C, NM 87901Secondary Principal Place of
Business in New Mexico:



NM OFFICE OF THE ATTORNEY GENERAL

CHARITY SEARCH

The information listed below is based on the registration information provided to the New Mexico Attorney General's Office via NM-COROS (New Mexico - Charitable Organization Registration Online System) by the charity or its registration agent.

NM-COROS was established by the New Mexico Attorney General's Office on February 10, 2010. The "Charity Added to COROS" date listed in the status section is the date in which the charity began using NM-COROS to submit their registration information.

Information prior to this date is not in electronic form.

[Go Back](#)

CHARITY DETAIL

Sierra County Historical Society (85-0220497)

www.geronimospringsmuseum

211 Main

575-894-6600 (Telephone)

Truth or Consequences, NM 87901

- Preserve and present history of area
- Catalogue and organize regional artifacts
- Assist with area research opportunities
- Provide facility for artifacts, photographs, written and digital preservation
- Educate young people and those new to the area the history and cultural of the region
- Provide programs/other means of education regarding region

STATUS HISTORY

Registration documents are in PDF format. To open you will need a program that opens PDF files. You can get the free Adobe Reader program by clicking the icon to the right.



Tax Year	Registration Status	Status Date	Registration Number
2017	Tax Year Registration Open	1/1/2018	
2016	Registration Submitted	9/11/2017	<u>20163731725441919</u>
2016	Extension Granted	9/11/2017	
2016	Extension Requested	9/11/2017	
2016	Registration Submission Delinquent	7/1/2017	
2016	Tax Year Registration Open	1/1/2017	
2015	Registration Amended	7/7/2016	<u>20153721618940519</u>
2015	Registration Submitted	6/30/2016	<u>20153721618230607</u>
2015	Tax Year Registration Open	1/1/2016	
2014	Registration Submitted	6/29/2015	<u>20143721518037803</u>
2014	Tax Year Registration Open	1/1/2015	
2013	Registration Amended	6/8/2015	<u>20133731515934397</u>

12:15 PM
01/18/18
Cash Basis

Sierra Co. Historical Society
Profit & Loss
January through December 2017

	Jan - Dec 17
Ordinary Income/Expense	
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Donations to Others	100.00
Dues & Memberships	150.00
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Refreshments	430.66
Total Meeting Expenses	430.66
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Web Site	2,286.64
Operations - Other	500.00
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Other Expenses	859.00

12:15 PM
01/18/18
Cash Basis

Sierra Co. Historical Society
Profit & Loss
January through December 2017

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State Unemployment Expenses	406.58
State WC-1	64.50
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Reconciliation Discrepancies	-0.06
Voided Checks	0.00
Total Expense	113,939.21
Net Ordinary Income	-28,043.18
Net Income	-28,043.18

Attachment F

Partial list for museum activities--April 2018-April 2019

April 12 School Tour-Las Cruces students

April 14-21 Co-Sponsor---Re-Cycling Show & Contest--Art Hop Kickoff

April 21 Sponsor Wild, Wild West Fashion Show for Fiesta

May 4-6 Fiesta Weekend-Open House, Parade, Special Display

May 12 Weekend Hot Springs Festival Open House, Host for Speaker

May T or C School Tour

June-August Development of new Arrowhead/Pottery Display

Advancement of Genealogy Research Project

Back to School Event

Sept Arrowhead/Pottery Grand Opening

Oct Sierra County Fair

Nov Museum Crawl-County-wide

Dec Youth Activity

Christmas Program/Show/Display

Jan Archaeology ID Event

Feb Sierra County Historical Society Annual Banquet-Noted Speaker

Mar Genealogy Event

Apr Student Art Shows

Plus Book Signings, Programs, and Tours throughout the year as added

Attachment G

Print Advertising: \$6,000.00

Locally \$800.00

Sierra County Guidebook \$1,200.00

Socorro County Guidebook \$700.00

\$500.00 Socorro Chieftain

\$1,000.00 Elephant Butte State Park & RV Park

\$150.00 Artist's Directory

\$1,500.00 El Paso

\$150.00 As Needed

Publish: \$2,000.00

Historical Material based on GSM Research & Archives

Radio: \$500.00

Special Events-El Paso/Las Cruces

Website: \$2,500.00

Advertising/Production

Please Note:

1) These are estimates based on past figures. Also considered are program topics.

2) A certain amount of advertising costs are taken care of by GSM. This includes posters, and selected advertising.

Attachment H

As we are a museum, our value to the community is not totally based on events.

As previously noted, we promote and complement the community with exhibits and programs. Education is part of the mission statement. We have many tours for students, other youth groups, and seniors, who are encouraged to share information with family and friends.

Attachment I

(2 pages)

County funding is used for events and activities particularly related to the area-towns and historical information.

We applied for a grant for the trail project, but that went nowhere. We will work up somethings else a bit later this year.

We also actively seek donations for special projects. These are not usually with funding applications, but rather presentations or meetings, where we share our ideas and plan of work. This involves a great deal of Board participation.

Recent initiatives include:

- 1) GSM re-published a book regarding Keith Humphries Art work, with a great deal of help from private donors.
- 2) We received assistance for shelving and security concerns from Sierra County Genealogy Society.
- 3) As mentioned earlier, the trail project is ongoing. Thus far, we have had help from Americor.
- 4) There is currently an arrowhead and pottery display project in the works.

These are two of our most valued collections. We are currently researching funding opportunities for assistance.

*Put info to Kim Skinner
for their website*

Attachment I
Lodgers Tax Advisory Board
Sierra County New Mexico
55 Van Patten, T or C, NM 87901

APPLICATION FOR FUNDING

Name of Organization **Geronimo Springs Museum**

Location **211 Main T or C, NM**

Mailing Address **211 Main T or C, NM 87901**

Contact Person/Telephone Number **Marilyn Pope 575-894-6600 or 5750740-0724**
City, State, Zip Amount requested **T or C, NM 87901 \$250.00**

For what event or purpose will Lodger's Tax be used? **It will be used to develop a document**

for distribution to those doing research, for legal, genealogy, or other purposes.

What is the length of your event and how many people do you expect to attend the event?

This is an ongoing project-a onetime request for this phase. This will be digitized and added to our webiste. The number of persons using this is indefinate.

If you are the event sponsor, where will it be held? **Activity will originate from GSM.**

How will Sierra County Lodger's Tax funds be used: (ads, brochures, billboards, etc.)

Monies will be used for a document for distribution..

How much of the total cost will Lodger's Tax funds be used for: **40%**

What other funds have been requested? **40% will be in-kind from GSM**
20% will be donation, ie SCGS

(Please attach a copy of your advertising budget)

Are you a non-profit organization? Yes ☒ No (If yes) Non-profit ID# **SOS689869**
IRS 85-0220497
AG 85-0387456
T & R 01-780768-00-9

(Non-Profits please attach a copy of your by-laws or tax exempt#)

Additional information you feel important.

Materials to be listed-Sierra County Record Books

**Content Discription of over 250 local history notebooks
compiled by GSM, SCGS, and
Church of Jesus Christ of Latter Day Saints volunteers
Keith Humphries Research materials
Aerial Maps Available from SSWD
Newspapers, Photographs, Letters, etc.**

Because it is important the Lodger's Tax funds are fully utilized, how else do you plan to promote the area in conjunction with your event?

Assist in: Lodging, Dining, Churches, Other Area Activities and Programs

Arts Council

Chamber of Commerce

Hillsboro Historical Society

Spit & Whittle Club

Main Street

Church Festivals

Area Celebrations

An average visit for a couple's research-figures are conservative-2 days/nights:

Lodging \$120.00

Meals \$180.00

Fuel \$100.00 +++ (depending on site searches)

Purchases \$100.00 (books, maps, etc.)

Msc fun \$100.00 (Hot baths, tours, programs)

Total \$600.00

**Searches during the last month: Cutter Graham Ranch, Apache History,
Lake Valley, Monticello Box Canyon, Kingston, Chiz**



For Lodger's Tax Board Use Only:

Priority#

Amount to be recommended to County Commission: \$

Any special instruction or additional comments:

The organization will do the following:

Did

Did not

505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19 Coop Grant Participant

This evaluation form is provided for the City Commission's convenience; therefore, it is not filled out completely.
Staff provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

GERONIMO TRAIL SCENIC BYWAY

- Is applicant a nonprofit organization? Must provide authority number.
☒ Yes ☐ No ☐ Unknown, No Documentation Provided
- Was application submitted by the deadline? ☒ Yes ☐ No
- Does their marketing plan meet the guideline objectives? ☐ Yes ☐ No
- Did applicant apply the 75/25 marketing ratio? ☐ Yes ☐ No

Request: \$8,000 (75% = \$6,000) (25% = \$2,200)

- What other funding sources does applicant have?
Applicant received \$5,000 in Subrecipient funds from the City for FY 17/18. Applicant applied to the City of Elephant Butte and Sierra County for Lodgers Tax funding in the amounts of \$500 and \$1,935 respectively. No comment on if awards were given. The effort is very much appreciate!
- Did applicant receive Lodgers Tax funds from the City for the previous grant year?
☒ Yes ☐ No
If yes, was the entire allocation expended? ☐ Yes ☒ No 16.7 % Not Used
FY 17/18 Allocation \$6,000 – \$5,000 has been paid to date.
- Were quarterly reports submitted timely? ☐ Yes ☒ No ***1st & 3rd Q were late.***

STAFF NOTES: ***Reference comments to questions above.***

NOTES/COMMENTS: _____

City Commissioner: _____

Date: _____

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

RECEIVED APR 03 2018

FY: **2018/2019** APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY CLERK **NO LATER THAN**
April 20, 2018 by 5:00 PM

WORKSHOP: THURSDAY, March 29, 2018
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 85-0460964

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 2004349

Geronimo Trail Scenic Byway

NAME OF NON-PROFIT ORGANIZATION

P O Box 1072 301 S Foch Street

P.O. BOX OR STREET ADDRESS

Truth or Consequences, New Mexico 87901

CITY, STATE & ZIP

N/A

04/05/18

NO. OF MEMBERS

DATE

LaRena Miller

CONTACT PERSON (Print or Type)

LaRena Miller

SIGNATURE

575-894-1968 or 575-894-2255

TELEPHONE NUMBER

AMOUNT REQUESTED: \$8,000.00

AMOUNT AWARDED: (For Board Use Only) larenam@windstream.net

E-MAIL

NAME OF EVENTS/PROJECTS: **Advertising of Scenic Byway including Truth or Consequences and surrounding communities on a year-round basis**

DATES OF EVENTS/PROJECTS: **All year long**

LOCATION OF EVENTS: **Throughout Sierra County, including Truth or Consequences, Elephant Butte, Hillsboro, Kingston, Lake Valley, Winston, Chloride, Gila National Forest**

HOW MANY PEOPLE ATTEND: 7,340
(Total)

6,706
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: **Sign-in sheets at the Geronimo Trail Visitors Visitor Center, 301 S Foch, Truth or Consequences, NM**

DESCRIBE THE EVENTS/PROJECTS: **Soaking, shopping, dining, hiking, exploring old mining towns, visiting area museums, providing general information on area to visitors, encouraging them to stay longer**

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:	<u>Reprint of Geronimo Trail brochures</u>	\$	<u>2,000.00</u>
PUBLISH:	<u>Reprint of Day Trips booklet</u>	\$	<u>5,000.00</u>
RADIO:	<u></u>	\$	<u></u>
TELEVISION:	<u></u>	\$	<u></u>
WEBSITE:	<u>Maintenance and updating of website for year</u>	\$	<u>1,000.00</u>
OTHER COSTS:	<u></u>	\$	<u></u>
	<u></u>	\$	<u></u>

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

We provide information on local events and places to visit 360 days a year, including lists of hot mineral springs, restaurants hotel/motels, shopping, and other places of interest. We provide brochure on area attractions such as Elephant Butte Lake and the old mining towns. We provide relocation information to people thinking of moving here, mail out relocation packets, mail out visitor information and in general provide a friendly welcome to visitors and attempt to answer all questions.

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? See attached

DESCRIBE THE ACTIVITIES YOUR ORGANIZATION SOUGHT FUNDING FOR: Printing and re-printing of brochures and informational materials, social media person for blog posting.

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" AND THE CITY OF TRUTH OR CONSEQUENCES LOGO.

FOR BOARD USE ONLY:

PRIORITY NO.

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION\$

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:

Geronimo Trail Scenic Byway

2017 – 2018 Advertising budget

City of Truth or Consequences

Requested \$6,000

Reprint of Day Trips Along the Geronimo Trail \$ 5,000.00

Upgrades and new information on web site \$ 1,000.00

Sierra County Lodgers Tax Funds

Requested reprinting of rack cards of "Things to do
in Sierra County" \$ 375.00

Requested reprinting of rack cards "Ghost Town
Rack Cards" \$ 360.00

Request for funds for contractor for social media, new
Photos, marketing blogs and articles \$ 1,200.00

Bullocks Receipts

Reprinting Name & History of City of T or C

Mass Marketing maps of City of T or C, Elephant Butte
And Sierra County

\$ 800.00 - \$1000.00 per yr

Operating Expense supplies

Reprinting of Geronimo Trail Brochures \$ 1,046.22

City of Elephant Butte

Operating expenses to include City of Elephant Butte
in our brochures and recommendations of businesses \$ 500.00

Geronimo Trail Scenic Byway

2018 – 2019 Advertising budget, proposed

City of Truth or Consequences

Requested \$6,000

Reprint of Day Trips Along the Geronimo Trail \$ 5,000.00

Upgrades and new information on web site \$ 1,000.00

Sierra County Lodgers Tax Funds

Reprinting of various brochures, media advertising

Will apply as need arises as awards made quarterly

Bullocks Receipts

Reprinting Name & History of City of T or C

Mass Marketing maps of City of T or C, Elephant Butte

And Sierra County

\$ 800.00 - \$1000.00 per yr

Special Projects Account

Extra advertising as needed from proceeds of fundraiser during May, including paying a social media person, extra print advertising and supplies

\$ unknown at this time

City of Elephant Butte

Plan to apply when applications open



Exempt Organizations Select Check

[Exempt Organizations Select Check Home](#)

Form 990-N (e-Postcard) - Search Results

These results include the most recent Form 990-N (e-Postcard) filing(s) of each organization listed. Click on an organization's name to see the information included on the organization's e-Postcard.

Results are sorted by EIN. To sort results by another category, click on the icon next to the column heading for that category. Clicking on that icon a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

Note: Not all Form 990-N (e-Postcard) filers qualify for exemption from federal income tax. To confirm an organization's tax-exempt status, call Customer Account Services at (877) 829-5500.

1-3 of 3 results		Results Per Page 25 OK		« Prev 1-3 Next »		
EIN ▲	Legal Name (Doing Business As) ▲	City ▲	State ▲	ZIP/Postal Code ▲	Country ▲	Tax Year ▲
85-0460964	GERONIMO TRAIL SCENIC BYWAY	Truth or Consequences	NM	87901	United States	2014
85-0460964	GERONIMO TRAIL SCENIC BYWAY	Truth or Consequences	NM	87901	United States	2016
85-0460964	GERONIMO TRAIL SCENIC BYWAY	Truth or Consequences	NM	87901	United States	2017

[Return to Search](#)

« Prev | 1-3 | Next »

[HOME](#)

Business Search

Corporations/LLC Search Results

Entity Name	DBA Name	Business ID#	Entity Type	State of Incorporation	Status	Date of Expiration
GERONIMO TRAIL SCENIC BYWAY		2004349	Domestic Nonprofit Corporation	New Mexico	Active	N/A

Total No. of Records: 1 Page 1 of 1

Partnerships/LLP Search Results

Entity Name	Business ID#	Entity Type	Registration/Reservation Date	Status	Date of Expiration
-------------	--------------	-------------	-------------------------------	--------	--------------------

No records to view.

[Back](#)

505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19

This evaluation form is provided for the Board's convenience, therefore, it is not filled out completely.
The City provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

MAINSTREET TRUTH OR CONSEQUENCES

- Is applicant a nonprofit organization? Must provide proof of nonprofit status.
☒ Yes ☐ No ☐ Unknown, No Documentation Provided
- Was application submitted by the deadline? ☒ Yes ☐ No
- Does their marketing plan meet the guideline objectives? ☐ Yes ☐ No
- Did applicant apply the 75/25 marketing ratio? ☐ Yes ☐ No
Request: \$15,500 (75% = \$11,625) (25% = \$3,875) – This amount was pulled from the total of the estimated expense section
- What other funding sources does applicant have?
*Applicant received \$35,000 in Subrecipient funds from the City for FY 17/18.
Applicant has not applied for funding from another source.*
- Did applicant receive Lodgers Tax funds from the City for the previous grant year?
☒ Yes ☐ No
If yes, was the entire allocation expended? ☐ Yes ☒ No 100 % Not Used
FY 17/18 Allocation: \$12,000, which was allocated, is still remaining.
- Were quarterly reports submitted timely? ☒ Yes ☐ No

STAFF NOTES: *Please reference notes to questions above. Did not complete the amount requested section.*

NOTES/COMMENTS: _____

RECOMMENDATION: ☐ APPROVED ☐ DECLINED

LTAB Member: _____

Date: _____

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



FY: 2018/2019 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY CLERK **NO LATER THAN**
April 20, 2018 by 5:00 PM

WORKSHOP: THURSDAY, March 29, 2018
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 27-2594746

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 4238085

MainStreet Truth or Consequences

NAME OF NON-PROFIT ORGANIZATION

P.O. Box 16012

P.O. BOX OR STREET ADDRESS

Truth or Consequences

CITY, STATE & ZIP

AMOUNT REQUESTED: _____

AMOUNT AWARDED: _____ (For Board Use Only)

75

NO. OF MEMBERS

03/30/18

DATE

Linda DeMarino

CONTACT PERSON (Print or Type)

[Signature]

SIGNATURE

575-740-6180

TELEPHONE NUMBER

ldemarino@hotmail.com

E-MAIL

NAME OF EVENTS/PROJECTS: Second Saturday Art Hop, Hot Springs Festival, Hot Springs Casino Night,
End of Summer Car Show, Downtown Business Directory, Banners, Holly-Days in Sierra County

DATES OF EVENTS/PROJECTS: Every Second Saturday, Second Weekend in May, Casino Night date not
selected, September 2018, December 2018

LOCATION OF EVENTS: All held in Downtown Truth or Consequences

HOW MANY PEOPLE ATTEND: _____

3,500

(Total)

1,800

(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: Questionnaires to participants, polling
business owners

DESCRIBE THE EVENTS/PROJECTS: These events and projects are created to put heads in beds.

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.)

PRINT:	<u>Flyers, brochures, postcards, biz cards, ads (online and print)</u>	ESTIMATED EXPENSE
PUBLISH:	<u>Downtown business directory</u>	\$ <u>8,000.00</u>
RADIO:	<u>KRWG and KUNM</u>	\$ <u>600.00</u>
TELEVISION:		\$ <u>1,500.00</u>
WEBSITE:	<u>Website hosting and maintenance</u>	\$ <u></u>
OTHER COSTS:	<u>Photography, graphic design, banners, promotional items,</u>	\$ <u>400.00</u>
		\$ <u>5,000.00</u>
		\$ <u></u>

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

MainStreet will be collaborating with the Elephant Butte Chamber to do a collaborate marketing effort for Holly-Days, featuring many Sierra County holiday events. Also, we provide info to attendees of Hot Springs Festival to encourage them to stay in the downtown hotels. Our events and projects are always aimed at promoting T or C and the surrounding area. We understand that the more visitors know the longer they will stay.

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:

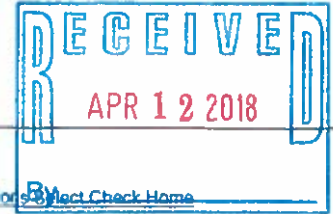
ATTACH A SEPARATE SHEET IF ADDITIONAL SPACE IS NEEDED FOR ANSWERS. THANK YOU.

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" AND THE CITY OF TRUTH OR CONSEQUENCES LOGO.

FOR BOARD USE ONLY: PRIORITY NO.

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION \$

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:

**Exempt Organizations Select Check**[Exempt Organizations Select Check Home](#)

Organizations Eligible to Receive Tax-Deductible Charitable Contributions (Pub. 78 data) - Search Results

The following list includes tax-exempt organizations that are eligible to receive tax-deductible charitable contributions. Click on the "Deductibility Status" column for an explanation of limitations on the deductibility of contributions made to different types of tax-exempt organizations.

Results are sorted by EIN. To sort results by another category, click on the icon next to the column heading for that category. Clicking on that icon a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

1-1 of 1 results

Results Per Page 25 OK

« Prev | 1-1 | Next »

EIN ▲	Legal Name (Doing Business As) ▲	City ▲	State ▲	Country ▲	Deductibility Status ▲
27-2594746	Mainstreet Truth or Consequences	T or C	NM	United States	PC

« Prev | 1-1 | Next »

[Return to Search](#)



Deductibility Status

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

Code	Type of organization and use of contribution.	Deductibility Limitation
PC	A public charity.	50%

Close



[HOME](#)



Search Information

Entity Details

Business ID#:	4238085	Status:	Active
Entity Name:	MAINSTREET TRUTH OR CONSEQUENCES	Standing:	Good Standing
DBA Name:	Not Applicable		

Entity Type and State of Domicile

Entity Type:	Domestic Nonprofit Corporation	Domestic State:	New Mexico
Statute Law Code:	53-8-1 to 53-8-99		

Formation Dates



Reporting Information



Report Due Date:	11/15/2018	Next Annual Meeting Date:	02/10/2018
------------------	------------	---------------------------	------------

Period of Existence and Purpose and Character of Affairs



Outstanding Items

Reports:

No Pending Reports.

Registered Agent:

No Records Found.

License:

No Records Found.

Contact Information

Mailing Address: PO Box 1602, Truth or Consequences, NM 87901



Principal Place of Business in New Mexico: **410 MAIN STREET, 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: **LINDA DE MARINO**

Geographical Location Address:

Physical Address: **618 LINCOLN, TRUTH OR CONSEQ, NM 87901**

Mailing Address: **NONE**

Date of Appointment: **01/13/2012**

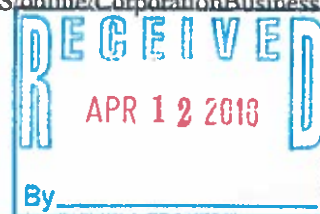
Effective Date of Resignation:

Director Information

Title	Name	Address
Director	JOSHUA FRANKEL	508 MARR, TRUTH OR CONSEQUENCES, NM 87901
Director	Suzanne Carlstedt	520 Grape, Truth or Consequences, NM 87901
Director	Bill Slettom	402 Calle del Norte, Monticello, NM 87939

Officer Information

Title	Name	Address
Treasurer	KAY MILLER	202 ARROWHEAD, TRUTH OR CONSEQUENCES, NM 87901
President	SAZI MARRI	711 LUCKY, Truth or Consequences, NM 87901
Secretary	CARY GUSTIN	203 MAIN ST., Truth or Consequences, NM 87901

**Organizer Information****Not Applicable****Incorporator Information**

No Records to View.

Trustee Information**Not Applicable****Filing History**

Filing Date	Filing Type	Fiscal Year End Date	Post Mark	Survivor/ Re- Domesticated Entity	Instrument Text	Processed Date	Filing #
12/01/2009	Certificate Of Incorporation				MAINSTREET TRUTH OR CONSEQUENCES (6 PG) PERPETUAL	12/02/2009	880478

License History[Back](#)[Entity Name History](#)[Return to Search](#)

505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19

This evaluation form is provided for the Board's convenience, therefore, it is not filled out completely.
The City provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

NEW MEXICO OFF HIGHWAY VEHICLE ALLIANCE

- Is applicant a nonprofit organization? Must provide proof of nonprofit status.
☒ Yes ☐ No ☐ Unknown, No Documentation Provided
- Was application submitted by the deadline? ☒ Yes ☐ No
- Does their marketing plan meet the guideline objectives? ☐ Yes ☐ No
- Did applicant apply the 75/25 marketing ratio? ☐ Yes ☐ No
Request: \$2,625 (75% = \$1,968.75) (25% = \$656.25)
- What other funding sources does applicant have?
None
- Did applicant receive Lodgers Tax funds from the City for the previous grant year?
☐ Yes ☒ No
If yes, was the entire allocation expended? ☐ Yes ☐ No ____% Not Used
- Were quarterly reports submitted timely? ☐ Yes ☐ No

STAFF NOTES: *Please reference notes to questions above.*

NOTES/COMMENTS: _____

RECOMMENDATION: ☐ APPROVED ☐ DECLINED

LTAB Member: _____

Date: _____

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



FY: 2018/2019 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY CLERK NO LATER THAN
April 20, 2018 by 5:00 PM

WORKSHOP: THURSDAY, March 29, 2018
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 20-1401124

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 2483899

New Mexico Off Highway Vehical Alliance (NMOHVA)

NAME OF NON-PROFIT ORGANIZATION

402 Main St.

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

1018

NO. OF MEMBERS

02/20/18

DATE

Dean Tulk

CONTACT PERSON (Print or Type)



SIGNATURE

575-740-4299

TELEPHONE NUMBER

AMOUNT REQUESTED: \$2,625.00

AMOUNT AWARDED: (For Board Use Only) **ADVrider76@yahoo.com**

E-MAIL

NAME OF EVENTS/PROJECTS: **NMOHVA Rubber Chicken Ride**

DATES OF EVENTS/PROJECTS: **October 19-21, 2018**

LOCATION OF EVENTS: **Downtown TorC, Pelican Spas is where the Saturday event is held, Breakfast and**

HOW MANY PEOPLE ATTEND: 125
(Total)

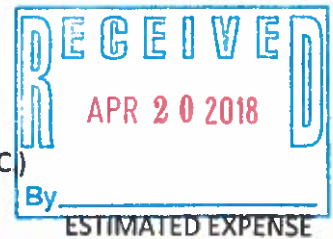
110
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: **Online Signup system, post event survey.**

Last year our survey revealed that approxamitly \$40,000 was spent by our attendies overall in TorC

DESCRIBE THE EVENTS/PROJECTS: **Annual dual sport motorcycle ride. This is a self guided event that allows people to come to the area and explore at their pace. We have a Saturday night dinner and prizes.**

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.)

PRINT:	_____	\$ _____
PUBLISH:	_____	\$ _____
RADIO:	_____	\$ _____
TELEVISION:	_____	\$ _____
WEBSITE:	_____	\$ _____
OTHER COSTS:	<u>T-shirts</u>	\$ <u>2,500.00</u>
	<u>Event Stickers</u>	\$ <u>125.00</u>

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

We post up on our web forum where people can stay(hotels and camp), eat, buy supplies. We refer them to the TorC and sierra county websites for further info. We buy event shirts that are a moisture wicking fabric that people like to wear when riding that are tagged with TorC as the event location, we have event stickers that promote TorC and our Event.

HAS YOUR ORGANIZATION APPLIED FOR FUNDING FROM ANOTHER SOURCE? ____ YES X 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"** AND THE CITY OF TRUTH OR CONSEQUENCES LOGO.

FOR BOARD USE ONLY: PRIORITY NO. _____
AMOUNT TO BE RECOMMENDED TO CITY COMMISSION \$ _____
ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:



Exempt Organizations Select Check

[Exempt Organizations Select Check Home](#)

Organizations Eligible to Receive Tax-Deductible Charitable Contributions (Pub. 78 data) - Search Results

The following list includes tax-exempt organizations that are eligible to receive tax-deductible charitable contributions. Click on the "Deductibility Status" column for an explanation of limitations on the deductibility of contributions made to different types of tax-exempt organizations.

Results are sorted by EIN. To sort results by another category, click on the icon next to the column heading for that category. Clicking on that icon a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

1-25 of 918 results

Results Per Page 25 OK

« Prev | 1-25 | [Next »](#)

EIN ▲	Legal Name (Doing Business As) ▲	City ▲	State ▲	Country ▲	Deductibility Status ▲
01-0883506	New Mexico Youth Tennis Foundation	Albuquerque	NM	United States	PC
02-0624051	New Mexico Cancer Care Alliance	Albuquerque	NM	United States	PC
03-0490007	New Mexico Alliance for Children Inc.	Alto	NM	United States	PC
04-3654972	Organ Transplant Awareness Program of New Mexico	Albuquerque	NM	United States	PC
04-3766680	African American Museum & Cultural Center of New Mexico	Albuquerque	NM	United States	PC
05-0617316	New Mexico Collaborative Practice Group Inc.	Albuquerque	NM	United States	PC
06-1648104	New Mexico Land Conservancy	Santa Fe	NM	United States	PC
06-1735601	New Mexico Youth Providers Alliance Inc.	Las Cruces	NM	United States	PC
06-1783267	Cibola County Amateur Radio Club of New Mexico Inc.	Grants	NM	United States	PC
11-3740301	St. Andrew Scottish Society of New Mexico	Albuquerque	NM	United States	PC
13-4213668	New Mexico Community Health Worker Association	Albuquerque	NM	United States	PC
13-4216672	New Mexico Gourd Society	Albuquerque	NM	United States	PC
13-4323507	New Mexico Shotokan Team USA Inc.	Albuquerque	NM	United States	PC
13-4342665	Environment New Mexico Research and Policy Center	Albuquerque	NM	United States	PC
14-1938894	Muslim Society of Northern New Mexico	Santa Fe	NM	United States	PC
14-1946132	Northern New Mexico Support Association Inc.	Logan	NM	United States	PC
14-1994117	New Mexico Telehealth Alliance	Albuquerque	NM	United States	PC
20-0054584	Northern New Mexico Normal School Alumni Association Inc.	Las Cruces	NM	United States	PC
20-0093526	Rainbow Girls Foundation of New Mexico	Albuquerque	NM	United States	PC
20-0170281	New Mexico Climbers Resource and Advocacy Group	Albuquerque	NM	United States	PC
20-1179179	Cimarron Watershed Alliance Inc.	Cimarron	NM	United States	PC
20-1401124	New Mexico Off-Highway Vehicle Alliance	Albuquerque	NM	United States	PC
20-1415351	New Mexico Tech University Research Park Corporation	Socorro	NM	United States	SO
20-1443608	New Mexico Heart Institute Foundation	Albuquerque	NM	United States	PC
20-1650827	New Mexico Forum for Youth in Community	Albuquerque	NM	United States	PC

« Prev | 1-25 | [Next »](#)

[Return to Search](#)



Deductibility Status

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

Code	Type of organization and use of contribution.	Deductibility Limitation
PC	A public charity.	50%

Close



Search Information

[Home](#)

Entity Details

Business ID#: **2483899** Status: **Active**

Entity Name: **THE NEW MEXICO OFF-HIGHWAY VEHICLE ALLIANCE(NMOHVA)** Standing: **Good Standing**

DBA Name: **Not Applicable**

Entity Type and State of Domicile

Entity Type: **Domestic Nonprofit Corporation** Domestic State: **New Mexico**

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

Formation Dates

Date of Incorporation in NM: **08/02/2004** Date of Organization in NM: **Not Applicable**

Date of Formation in State of Domicile: **Not Applicable** Date of Authority in NM: **Not Applicable**

Date of Registration in NM: **Not Applicable** Management Type: **Not Applicable**

Reporting Information

Report Due Date: **08/15/2018** Next Annual Meeting Date: **04/21/2018**

Period of Existence and Purpose and Character of Affairs

Period of Duration:

Business Purpose:

Character Of Affairs: **NMOHVA is a statewide nonprofit alliance of motorized off-highway vehicle enthusiasts and organizations. Our mission is promoting, protecting, and preserving responsible OHV recreation through education, safety training, and responsible land use ethics. We cooperate with public and private interests to protect and preserve public land access and work to ensure a positive future for OHV recreation in New Mexico.**

Outstanding Items

Reports:

Fiscal year End Date	Report Due Date	Extended Report Due Date	Reporting Year	Filing Fee	Penalty	Total
03/31/2018	08/15/2018		2018	\$10	\$0	\$10

Registered Agent:

No Records Found.

License:

No Records Found.

Contact Information

Mailing Address: 13170-B CENTRAL AVE SE PMB #322, Albuquerque, NM 87123

Principal Place of Business in New Mexico: 13170-B CENTRAL AVE SE PMB#322, Albuquerque, NM 87123

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: STEPHEN HUNT

Geographical Location
Address:

Physical Address: 19A DEANS CT, SANTA FE,
NM 87508

Mailing Address: NONE

Date of Appointment: 03/29/2013

Effective Date of Resignation:

Director Information

Title	Name	Address
Director	JOANNE SPIVACK	15 CAMINO DE VERDAD, SANTA FE, NM 87508
Director	BUCKEY ALLRED	P.O. BOX 166, GLENWOOD, NM 88039
Director	DARRYL DUNLAP	3425 N MONTEREY CIR, FARMINGTON, NM 87401

Officer Information

Title	Name	Address
-------	------	---------

Secretary	Cliff Meier	5105 Fairmont Ct NW, Albuquerque, NM 87120
Vice President	Bill Dickey	644 Camino Arco Iris, Corrales, NM 87048
Director of Operations	Mark Werkmeister	15 Camino De Verdad, Santa Fe, NM 87508
President	JIM TYLDESLEY	1625 SONRISA, LOS ALAMOS, NM 87544
Treasurer	STEVE HUNT	19-A DEANS CT., SANTA FE, NM 87508

Organizer Information

Not Applicable

Incorporator Information

No Records to View.

Trustee Information

Not Applicable

Filing History



License History



505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19

This evaluation form is provided for the Board's convenience, therefore, it is not filled out completely.
The City provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

SIERRA COUNTY ARTS COUNCIL

- Is applicant a nonprofit organization? Must provide proof of nonprofit status.
☒ Yes ☐ No ☐ Unknown, No Documentation Provided *Proof from SOS Only*
- Was application submitted by the deadline? ☒ Yes ☐ No
- Does their marketing plan meet the guideline objectives? ☐ Yes No ☐
- Did applicant apply the 75/25 marketing ratio? ☐ Yes No ☐
Request: \$6,467.89 (75% = \$4,850.92) (25% = \$1,616.98)
- What other funding sources does applicant have?
Applicant has not applied to another source for funding.
- Did applicant receive Lodgers Tax funds from the City for the previous grant year?
☒ Yes ☐ No
If yes, was the entire allocation expended? ☐ Yes ☒ No 91.67% Not Used
FY 17/18 Allocation: \$3,000 –250.00 has been paid to date.
- Were quarterly reports submitted timely? ☐ Yes ☒ No *2nd Q was late.*

STAFF NOTES: *Current proof from IRS is missing. Need current proof from IRS.*

NOTES/COMMENTS: _____

RECOMMENDATION: ☐ APPROVED ☐ DECLINED

LTAB Member: _____

Date: _____



SIERRA COUNTY ARTS COUNCIL

P.O. Box 1924, Truth or Consequences, New Mexico 87901
scacnewmexico@gmail.com

April 20th, 2018

Jake Foestner, Chairman
City of Truth or Consequences, NM
Lodgers Tax Advisory Board
505 Sims Street
Truth or Consequences, NM 87901

RE: 2028—2019 Lodgers Tax Application

Dear Jake:

Thank you for the opportunity to apply for this 2018-2019 Funding year for help in advertising community events. As you may or may not know the Sierra County Arts Council just celebrated 23 years of bringing quality art projects, musical performances and art workshops/lectures to the people of Truth or Consequences and Sierra County. This coming year 2018—2019 is no exception, the council has an exciting program planned. The Council represents 162 members of the art community.

With the regular SCAC program the Council is providing support and sponsorship to 2 Community Groups with our 2018-2019 Lodgers Tax Application. The New Mexico Veteran Home Car Show in its 21st year, and The Turtle Ascension Group which happens on New Year's Eve in the Historic District. We ask that the Lodgers Tax Board look favorably on these supported events when reviewing applications this year.

Sincerely,

Cary "Jagger" Gustin, President
Board of Directors

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



FY: 2018/2019 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY CLERK NO LATER THAN
April 20, 2018 by 5:00 PM

WORKSHOP: THURSDAY, March 29, 2018
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 85-0436041

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 1720929

Sierra County Arts Council

NAME OF NON-PROFIT ORGANIZATION

P.O. Box 1924

P.O. BOX OR STREET ADDRESS

Truth or Consequences

CITY, STATE & ZIP

6,467 89

AMOUNT REQUESTED: 6,467 89

AMOUNT AWARDED: _____

162
NO. OF MEMBERS

04/20/18
DATE

Cary Jagger Gustin
CONTACT PERSON (Print or Type)

Cary Jagger Gustin

575-312-2050
TELEPHONE NUMBER

Cary.gustin@state.nm.us
E-MAIL

NAME OF EVENTS/PROJECTS: See Attached SCAC Event Sheet, Reprint SCAC Brochure

Sponsor Truth or Consequences, New Mexico Veterans' Home Car Show/Veterans Day Events

DATES OF EVENTS/PROJECTS: See Attached SCAC Event List for project/event dates

LOCATION OF EVENTS: Grapes Gallery, Rio Bravo Fine Art Gallery, Healing Waters Plaza, Ralph Edwards

Civic Center, TARC Brewery

HOW MANY PEOPLE ATTEND: 2,670
(Total)

1,800
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: Ticket Sales w/ e-mail inquiries event registration
lists

DESCRIBE THE EVENTS/PROJECTS: Tom Arney Reserve Band 2018-2019 Music Mix series 2018-2019 Art Talk lecture

Series, New Mex. Veterans' Home CAR SHOW/Veterans Day Event
Oct 2019 Blues Festival

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.)

PRINT: event Flyers, newspaper ads
PUBLISH: Regional Publications
RADIO: _____
TELEVISION: _____
WEBSITE: SCAC web Host fee Domain Register fee
OTHER COSTS: Face Book Ads

ESTIMATED EXPENSE

\$ 1,188.50
\$ 4,992.00
\$ _____
\$ _____
\$ 87.39
\$ 200.00
\$ 6,467.89

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

Utilizing regional Magazines, extensive e-mail list, SCAC Website, Face Book Page, newspaper ads, SCAC

Brochure, SCAC website Hosting fee, Domain Registration fee

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? N/A

DESCRIBE THE ACTIVITIES YOUR ORGANIZATION SOUGHT FUNDING FOR: N/A

ALL PRINTED MATERIALS OF THE ORGANIZATIONS WHICH ARE PAID FOR FROM LODGERS TAX MONIES, SHALL INCLUDE THE WORDING AND THE CITY OF TRUTH OR CONSEQUENCES LOGO.

FOR BOARD USE ONLY:

PRIORITY NO. _____

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION \$ _____

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:



Sierra County Arts Council
2018—2019 Events List

April 28th, 2018
Santa Fe Opera
Ralph Edwards Civic Center

July 7th, 2018
NM Army Reserve Band
Ralph Edwards Civic Center

August—September 2018
Weekly Music Series
T or C Brewery

September 2018
Southwest Chamber Winds
Classical Double Reed Quartet
T or C Schools/Grapes Gallery

October 2018
Modern Dance Performance
Cydney Wilkes
Healing Waters Plaza

October 19th–20th 2018
Blues Festival
Healing Waters Plaza
T or C Brewery

November 10th, 2018
21st Annual New Mexico Veteran
Home Car Show
NMOVH Campus

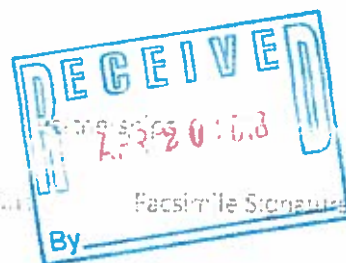
November 11th, 2018
New Mexico Veteran's Home
Veteran's Day Events
NMOVH Campus

December 31st 2018
Turtle Ascension Event
Healing Waters Plaza

January---April 2019
Art Talks/Lecture Series
Rio Bravo Upper Gallery

February 2019
Action Comedy Troupe
Ralph Edwards Civic Center

Year 2018—2019
Starlight Music Series
Kingston Lodge Pavilion
Kingston, NM



Search Information

Entity Details

Entity ID#: 1720929

Status: Active

Entity Name: SIERRA COUNTY ARTS
COUNCIL, INC.

Standing: Good Standing

DBA Name: Not Applicable

Entity Type and State of Domicile

Entity Type: Domestic Nonprofit
Corporation

Domestic State: New Mexico

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

Pending Reports:

No Pending Reports.

Contact Information

Mailing Address: P O BOX 1924, Truth or Consequences, NM, 87901 USA

Principal Place of Business in New
Mexico: 203 MAIN ST, Truth or Consequences, NM, 87901 USA

Secondary Principal Place of
Business in New Mexico:

Principal Office Outside of New
Mexico: Not Applicable

505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19 Coop Grant Participant

This evaluation form is provided for the City Commission's convenience, therefore, it is not filled out completely.
Staff provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

SIERRA COUNTY RECREATION & TOURISM ADVISORY BOARD

- Is applicant a nonprofit organization? Must provide authority number.
☐ Yes ☒ No ☐ Unknown, No Documentation Provided *Refer to note below.*
- Was application submitted by the deadline? ☒ Yes ☐ No
- Does their marketing plan meet the guideline objectives? ☐ Yes ☐ No
- Did applicant apply the 75/25 marketing ratio? ☐ Yes ☐ No
Request: \$22,895 (75% = \$17,171.25) (25% = \$5,723.75)
- What other funding sources does applicant have?
Applicant has not applied for funding from another source.
- Did applicant receive Lodgers Tax funds from the City for the previous grant year?
☒ Yes ☐ No
If yes, was the entire allocation expended? ☐ Yes ☒ No 12.32 % Not Used
FY 2016/17 Award: \$16,000 – \$14,027.66 has been paid to date.
- Were quarterly reports submitted timely? ☐ Yes ☒ No *3Q was late*

STAFF NOTES: *Applicant is an agent of the County. Therefore, proof of nonprofit status is not applicable.*

NOTES/COMMENTS: _____

City Commissioner: _____

Date: _____

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

04-19-18P02:28 RCVD

FY: 2018/2019 APPLICATION FOR FUNDS

**FORM IS DUE IN THE OFFICE OF
THE CITY CLERK NO LATER THAN
April 20, 2018 by 5:00 PM**

WORKSHOP: THURSDAY, March 29, 2018
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 85-600251

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: County of Sierra

Sierra County Recreation & Tourism Advisory Board

NAME OF NON-PROFIT ORGANIZATION

PO Box 1072

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

15

NO. OF MEMBERS

04/19/18

DATE

Kim Skinner, Chairman

CONTACT PERSON (Print or Type)


SIGNATURE

575-740-1777

TELEPHONE NUMBER

AMOUNT REQUESTED: \$22,895.00

AMOUNT AWARDED: (For Board Use Only) kims Skinner01@windstream.net

E-MAIL

NAME OF EVENTS/PROJECTS: N/A

DATES OF EVENTS/PROJECTS: N/A

LOCATION OF EVENTS: N/A

HOW MANY PEOPLE ATTEND: _____

(Total)

see attached reports

(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: Webiste: www.sierracounty.info,

Online Visitors Stats, Mobile Google Analytics (see attachments)

DESCRIBE THE EVENTS/PROJECTS: See Detailed Attached Reports: Website, Go Travel Sites & Go New

Mexico advertising, "I" Brochures, Fun & Games Inc., Trip Advisor Banner Ads, Facebook, Twitter, Blo

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:	<u>Update & Reprint "I" Brochure</u>	\$ <u>3,000.00</u>
PUBLISH:	<u>New Mexico Magazine 2019 "True" Adventures Guide 1/3</u>	\$ <u>5,895.00</u>
RADIO:	<u></u>	\$ <u></u>
TELEVISION:	<u></u>	\$ <u></u>
WEBSITE:	<u>Website,Facebook,Blog,Twitter,Instagram,Trip Advisor,Gc</u>	\$ <u>13,000.00</u>
OTHER COSTS:	<u>Brochure Distribution, Fun & Games, Inc, eblast Event Flier</u>	\$ <u>1,000.00</u>
	<u></u>	\$ <u></u>

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

see attached two page response to question.

HAS YOUR ORGANIZATION APPLIED FOR FUNDING FROM ANOTHER SOURCE? YES X 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: Website,Facebook,Twitter, Blog, Online Advertising,Go Travel Sites, Go-New Mexico, "I" Brochure online, digital & reprint, Fun & Gam Statewide brochure distribution , flier eblast service, TripAdvisor BannerAds, NM"True"Advernture G

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"** AND THE CITY OF TRUTH OR CONSEQUENCES LOGO.

FOR BOARD USE ONLY:

PRIORITY NO.

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION\$

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:

Exhibit A

TRACKING RESULTS AND METHODS.

Website: (please see Google Analytics reports attached)

www.sierracounty.info had 140,815 visits in the past 12 months, up 8.21% from the previous year and up 8.94% from 2 years ago (comparing one-year periods beginning on April 1 and ending March 31).

Visitors: 7786 (5.5%) of all visits came from outside the US. 132,823 visits were from the US, and 5473 of those were from location "Truth or Consequences." Using those figures, non-local visits appear to comprise 96% of all traffic.

Mobile: Percentage of visits from handheld / mobile phones increased by 14.5% over the past year, while desktop views increased by 4.38%. Tablet visits were down, and by 3.53%.

=====

Website Improvements in the past 12 months and plans for FY18.

Please see attached for a comprehensive list of updates to the site in the last year.

FY18 plan: Site visits continue to increase, and while time on site and pages views decreased slightly, the average stay is still at a decent 2 minutes plus. Improving the user experience regardless of device used to access the site remains a primary focus, with equal importance put on accuracy of information provided. As details related to the area's attractions, events, and assets change, we do our best to follow along and stay up to date.

Search engine optimization is an essential part of monthly maintenance. Adding (or rewriting) custom titles and metatags is ongoing. Google now allows longer titles and metadescrptions, and many of our pages' metas have been rewritten but more work can always be done.

We continue to monitor crawl errors in Google Search Console, and 301-redirect the 404 errors as recommended. Our old method was to use the Redirection plugin; in the past year we began utilizing the htaccess file instead and in time will shed Redirection.

Our on-page "search" function provides tool for users to locate info quickly; we use the Swiftype free plan for search, and that requires regularly gleaning of irrelevant content so as not to exceed the 500 page index limit on the free plan.

Site functionality is always a concern; downtime was minimal this year. Page speed requirements could be improved substantially with a full site cleaning / rebuild but this is a lofty goal and would require huge budget.

Still undone from 2017: addition of Sierra County's historical churches to the site. The cemeteries page was completed and added to the menu in 2017, and will be developed further as more images and info are obtained, but the page is available to visitors now (in the menu under sightseeing) and was among the top 100 pages visited during the period from January 18 - April 17.



Overview

All Users
+0.00% Users

Apr 1, 2017 - Mar 31, 2018

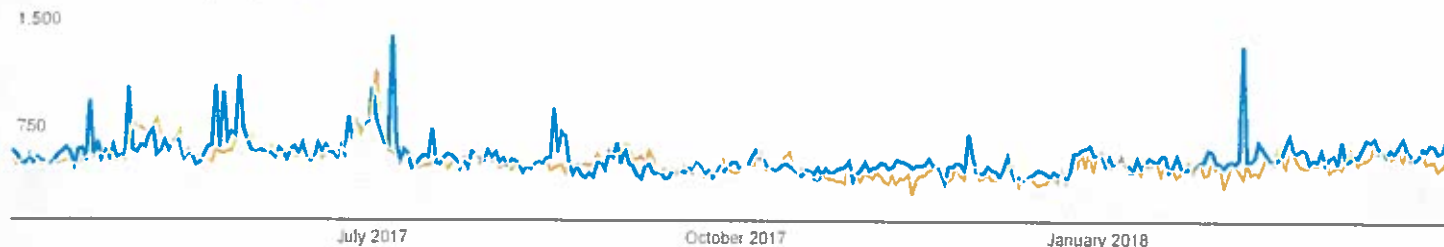
Compare to: Apr 1, 2016 - Mar 31, 2017

Explorer

Summary

Apr 1, 2017 - Mar 31, 2018: ● Users

Apr 1, 2016 - Mar 31, 2017: ● Users



Device Category	Acquisition		Behavior				Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	8.21% 140,815 vs 130,127	9.10% 141,081 vs 129,311	9.41% 182,252 vs 166,572	4.93% 69.04% vs 65.79%	2.85% 2.01 vs 2.07	8.23% 00:02:01 vs 00:02:12	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. mobile									
Apr 1, 2017 - Mar 31, 2018	69,742 (49.44%)	69,679 (49.39%)	93,164 (51.12%)	74.24%	1.67	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2016 - Mar 31, 2017	60,972 (46.81%)	60,540 (46.82%)	79,855 (47.94%)	72.15%	1.70	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	14.38%	15.10%	16.67%	2.90%	-1.76%	-4.70%	0.00%	0.00%	0.00%
2. desktop									
Apr 1, 2017 - Mar 31, 2018	59,506 (42.18%)	59,717 (42.33%)	73,028 (40.07%)	63.71%	2.39	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2016 - Mar 31, 2017	57,009 (43.77%)	56,633 (43.80%)	70,236 (42.17%)	59.85%	2.45	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	4.38%	5.45%	3.98%	6.45%	-2.19%	-8.62%	0.00%	0.00%	0.00%
3. tablet									
Apr 1, 2017 - Mar 31, 2018	11,827 (8.38%)	11,685 (8.28%)	16,060 (8.81%)	63.08%	2.31	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2016 - Mar 31, 2017	12,260 (9.41%)	12,138 (9.39%)	16,481 (9.89%)	60.34%	2.31	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-3.53%	-3.73%	-2.55%	4.55%	0.02%	-3.14%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3

total users
140,815



Location

All Users
100.00% Users

Mar 28, 2017 - Mar 27, 2018

Map Overlay

Summary



Country	Acquisition		Behavior		Conversions				
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	140,609 % of Total 100.00% (140,609)	140,713 % of Total 100.07% (140,615)	181,712 % of Total 100.00% (181,712)	69.01% Avg for View 69.01% (0.00%)	2.02 Avg for View 2.02 (0.00%)	00:02:01 Avg for View 00:02:01 (0.00%)	0.00% Avg for View 0.00% (0.00%)	0 % of Total 0.00% (0)	\$0.00 % of Total 0.00% (\$0.00)
1. United States	132,823 (93.93%)	132,190 (93.94%)	172,379 (94.86%)	68.37%	2.04	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Canada	1,936 (1.37%)	1,922 (1.37%)	2,106 (1.16%)	79.77%	1.75	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (not set)	987 (0.70%)	983 (0.70%)	993 (0.55%)	92.65%	1.21	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Mexico	970 (0.69%)	946 (0.67%)	1,158 (0.64%)	70.03%	2.12	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Brazil	658 (0.47%)	658 (0.47%)	670 (0.37%)	97.61%	1.07	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. United Kingdom	541 (0.38%)	538 (0.38%)	620 (0.34%)	71.77%	1.84	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Germany	362 (0.26%)	361 (0.26%)	387 (0.21%)	73.39%	1.73	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. India	261 (0.18%)	261 (0.19%)	279 (0.15%)	71.68%	1.57	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Australia	224 (0.16%)	225 (0.16%)	263 (0.14%)	74.14%	1.83	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Ukraine	217 (0.15%)	217 (0.15%)	221 (0.12%)	99.55%	1.01	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 144



Location

ALL COUNTRY: United States

Apr 1, 2017 - Mar 31, 2018



Map Overlay

Summary



Region	Acquisition		Behavior		Conversions				
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	132,993 % of Total 94.45% (140,815)	132,555 % of Total 94.02% (140,983)	172,905 % of Total 94.87% (182,252)	68.40% Avg for View 69.04% (-0.92%)	2.04 Avg for View: 2.01 (1.07%)	00:02:04 Avg for View: 00:02:01 (2.45%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total 0.00% (0)	\$0.00 % of Total 0.00% (\$0.00)
1. New Mexico	34,899 (25.05%)	33,072 (24.95%)	47,178 (27.29%)	63.83%	2.25	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Texas	28,571 (20.51%)	27,584 (20.51%)	35,532 (20.55%)	65.88%	2.14	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Nevada	14,825 (10.64%)	13,481 (10.17%)	19,345 (11.19%)	71.66%	1.76	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. California	9,056 (6.50%)	8,648 (6.52%)	11,105 (6.42%)	70.75%	1.86	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Arizona	8,033 (5.77%)	7,462 (5.63%)	9,757 (5.64%)	66.90%	2.06	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Colorado	7,040 (5.05%)	6,614 (4.99%)	8,548 (4.94%)	66.88%	2.07	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Massachusetts	6,802 (4.88%)	6,755 (5.10%)	6,980 (4.04%)	92.01%	1.15	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Illinois	2,376 (1.71%)	2,245 (1.69%)	2,787 (1.61%)	70.90%	2.02	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. New York	2,036 (1.46%)	1,983 (1.50%)	2,368 (1.37%)	72.42%	1.93	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Florida	1,871 (1.34%)	1,819 (1.37%)	2,184 (1.26%)	70.19%	1.96	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Washington	1,471 (1.06%)	1,449 (1.09%)	1,667 (0.96%)	67.61%	2.12	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Georgia	1,176 (0.84%)	1,099 (0.83%)	1,350 (0.78%)	74.59%	1.85	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Virginia	1,114 (0.80%)	1,090 (0.82%)	1,217 (0.70%)	77.40%	1.69	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Utah	1,103 (0.79%)	1,077 (0.81%)	1,189 (0.69%)	82.67%	1.48	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Minnesota	1,090 (0.78%)	1,055 (0.80%)	1,316 (0.76%)	63.22%	2.50	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Oregon	1,077 (0.77%)	1,039 (0.78%)	1,227 (0.71%)	71.64%	1.82	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Ohio	1,061 (0.76%)	1,018 (0.77%)	1,212 (0.70%)	68.48%	2.06	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. North Carolina	1,058 (0.76%)	977 (0.74%)	1,265 (0.73%)	73.60%	1.83	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Michigan	1,034 (0.74%)	1,007 (0.76%)	1,218 (0.70%)	69.21%	2.01	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)

2. Pennsylvania	890 (0.64%)	872 (0.66%)	1,022 (0.59%)	69.77%	1.94	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Wisconsin	827 (0.59%)	807 (0.61%)	976 (0.56%)	60.25%	2.50	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Idaho	799 (0.57%)	790 (0.60%)	850 (0.49%)	86.47%	1.52	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. New Jersey	746 (0.54%)	719 (0.54%)	859 (0.50%)	68.34%	1.95	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 52



Location

ALL COUNTRY: United States

Apr 1, 2017 - Mar 31, 2018

All Users
94.45% Users

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	132,993 (94.45% % of Total (140,815))	132,555 (94.02% % of Total (140,983))	172,905 (94.87% % of Total (182,252))	68.40% (69.04% Avg for View (-0.92%))	2.04 (2.01 Avg for View (1.07%))	00:02:04 (00:02:01 Avg for View (2.45%))	0.00% (0.00% Avg for View (0.00%))	0 (0.00% % of Total (0))	\$0.00 (0.00% % of Total (0.00%))
1. (not set)	16,406 (11.55%)	14,920 (11.26%)	21,283 (12.31%)	71.27%	1.79	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Albuquerque	13,624 (9.59%)	12,946 (9.77%)	16,247 (9.40%)	62.92%	2.25	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. El Paso	12,217 (8.60%)	11,626 (8.77%)	14,953 (8.65%)	62.63%	2.28	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Dallas	6,569 (4.62%)	6,010 (4.53%)	7,881 (4.56%)	72.49%	1.72	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Boston	6,332 (4.46%)	6,273 (4.73%)	6,417 (3.71%)	94.09%	1.07	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Truth or Consequences	5,473 (3.85%)	4,640 (3.50%)	10,400 (6.01%)	65.49%	2.36	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Las Cruces	4,389 (3.09%)	4,151 (3.13%)	5,252 (3.04%)	64.38%	2.10	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Phoenix	4,343 (3.06%)	3,829 (2.89%)	5,107 (2.95%)	71.82%	1.77	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Denver	4,338 (3.05%)	3,965 (2.99%)	5,182 (3.00%)	71.21%	1.81	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Los Angeles	4,020 (2.83%)	3,602 (2.72%)	5,073 (2.93%)	72.42%	1.76	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Santa Fe	1,986 (1.40%)	1,887 (1.42%)	2,426 (1.40%)	60.55%	2.33	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Houston	1,984 (1.40%)	1,810 (1.37%)	2,254 (1.30%)	70.85%	2.03	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Rio Rancho	1,901 (1.34%)	1,749 (1.32%)	2,253 (1.30%)	65.91%	2.16	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Chicago	1,553 (1.09%)	1,432 (1.08%)	1,841 (1.06%)	72.57%	1.85	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Espanola	1,520 (1.07%)	1,314 (0.99%)	2,391 (1.38%)	66.96%	2.11	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Austin	1,513 (1.07%)	1,451 (1.09%)	1,727 (1.00%)	66.42%	2.20	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. New York	1,289 (0.91%)	1,246 (0.94%)	1,500 (0.87%)	74.07%	1.79	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Tucson	1,043 (0.73%)	1,017 (0.77%)	1,326 (0.77%)	59.80%	2.60	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Alamogordo	869 (0.61%)	825 (0.62%)	1,050 (0.61%)	61.14%	2.30	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

22.	Seattle	572 (0.40%)	564 (0.43%)	652 (0.38%)	73.62%	1.89	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Meridian	538 (0.38%)	538 (0.41%)	541 (0.31%)	99.08%	1.01	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	Farmington	500 (0.35%)	500 (0.38%)	500 (0.29%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Washington	488 (0.34%)	470 (0.35%)	549 (0.32%)	73.04%	1.77	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 6406

Spaceport America

"Genesis" marks the turnoff to space.

[TRUE]

Sierra County is
NEW MEXICO *true*

sierracounty.info

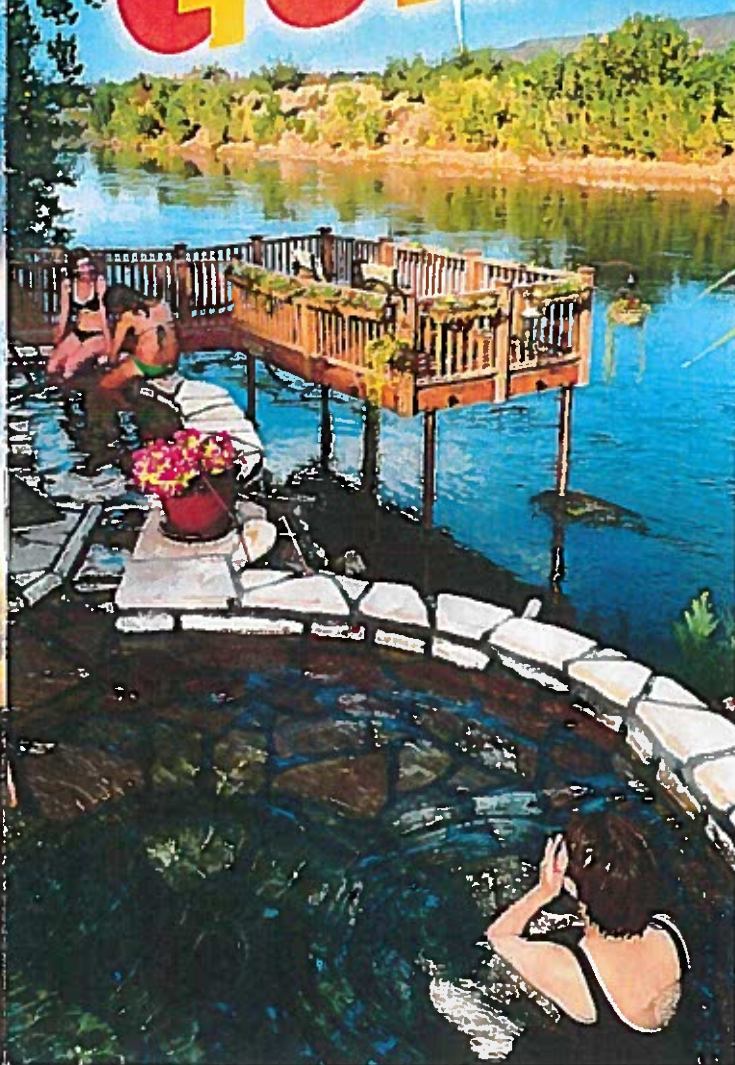
Photo by Tom Smith. Photo by Tom Smith. Photo by Tom Smith.

Home of
spaceport america

TRAVEL

sierra county
new mexico

GUIDE



ADVERTISING MEDIA KIT 2019

NEW MEXICO *True*

ADVENTURE GUIDE

Travelers looking for vacation inspiration will find page after page of rich information and awe-inspiring photography in the **2019 New Mexico True Adventure Guide**. This annual publication is produced and distributed by the state's ultimate travel experts—the **Tourism Department** and **New Mexico Magazine**. One million readers use the Guide in print and in digital formats for trip planning and as a trusted companion to authentic travel experiences. The **True Adventure Guide** is the best tool for reaching travelers year-round!



OUT EVERYWHERE IN JANUARY 2019

Distribution

Reach more than **1,000,000** of your prime prospects through **500,000** printed copies and thousands of digital downloads. The Guide will be available on newsstands at more than **600** nationwide Barnes & Noble stores for three months. (Additional retail newsstands may be added.) Guides with a winter cover will be distributed in the fall and winter. A three-season, temperate-weather cover is distributed the remainder of the year.

- The 2019 **True Adventure Guide** will be distributed to more than 150 hotels and resorts across the state year-round, with copies provided to more than 20,000 rooms that are replenished year-round.

- **Requests Welcome** About 36,000 copies are sent to travelers who call or click to order the free Guide to plan a trip.

- The **True Adventure Guide** is delivered directly to 50,000 select households in NMTD-targeted fly markets.

- Hundreds of thousands of Guides are distributed at New Mexico Visitor Information Centers, Convention and Visitors Bureaus, and Chambers of Commerce, as well as a variety of events and trade shows.



On the Go



The Guide is offered for free as an App for iPad and iPhone users. The Guide is also published in digital format for use on Android and Kindle through GooglePlay and direct downloads from newmexico.org.



Advertising Deadlines

Space Reservation: September 26, 2018

Materials due: October 3, 2018

Delivery of guide: January 2019

Advertising Rates

Covers	General Rates
Back Cover	\$15,395
Inside Front Cover	\$14,840
Inside Back Cover	\$13,950

Four Color ROB	
2 Page Spread	\$24,000
Full Page	\$13,210
2/3 Page	\$10,370
1/2 Page Horizontal	\$8,295
1/2 Page Vertical Island	\$8,295
1/3 Page	\$5,895
1/6 Page	\$3,035

For a guaranteed ad position, add 10%.
Preferred positioning is subject to availability.

Custom publishing opportunities (gatefolds, map inserts, etc.) are available. Contact your sales rep for information.

The New Mexico True Adventure Guide reserves the right, but is not under any obligation, to:

• Review or request changes to any advertisement scheduled for insertion.

• Accept, retract, or reject any advertisement submitted for placement at our sole discretion, whether on the basis of content, advertising format, targeting criteria, or for any other reason.

• Review any advertisement to determine the appropriateness of the advertisement for the New Mexico True Adventure Guide audience.

Specifications

Size	Width	Height	Trim Size
Full Page	8.25	10.75	8 x 10.50
FP No Bleed	7.00	9.50	n/a
Spread	16.25	10.75	16 x 10.5
2/3 Page V.	4.60	9.50	n/a
1/2 Page H.	7.00	4.67	n/a
1/2 Page V.	4.60	7.02	n/a
1/3 Page H.	4.60	4.67	n/a
1/3 Page V.	2.21	9.50	n/a
1/6 Page V.	2.21	4.67	n/a
1/6 Page H.	4.60	2.21	n/a

ACCEPTED FILE FORMATS

PDF/X-1A Files:

- All fonts and images must be embedded.
- All elements must be converted to CMYK.
- Artwork must be built at 300 dpi.
- PDF files must be generated using Creative Suite. The file may be converted to a TIFF if necessary to ensure proper output.
- PDFs must be built and cropped to the size of ad.

Photoshop Creative Suite TIFF Files:

- All layers must be flattened.
- Color must be converted to CMYK.
- Artwork must be built at 300 dpi.

Illustrator Creative Suite Files:

- We accept Illustrator EPS files for logos only.
- All fonts must be converted to outlines.

UNACCEPTABLE FILE FORMATS

We only accept the file formats listed above. Unacceptable formats include but are not limited to: QuarkXpress, Publisher, MS Word. If you require design service, we charge a \$75 per hour design fee.

Contact

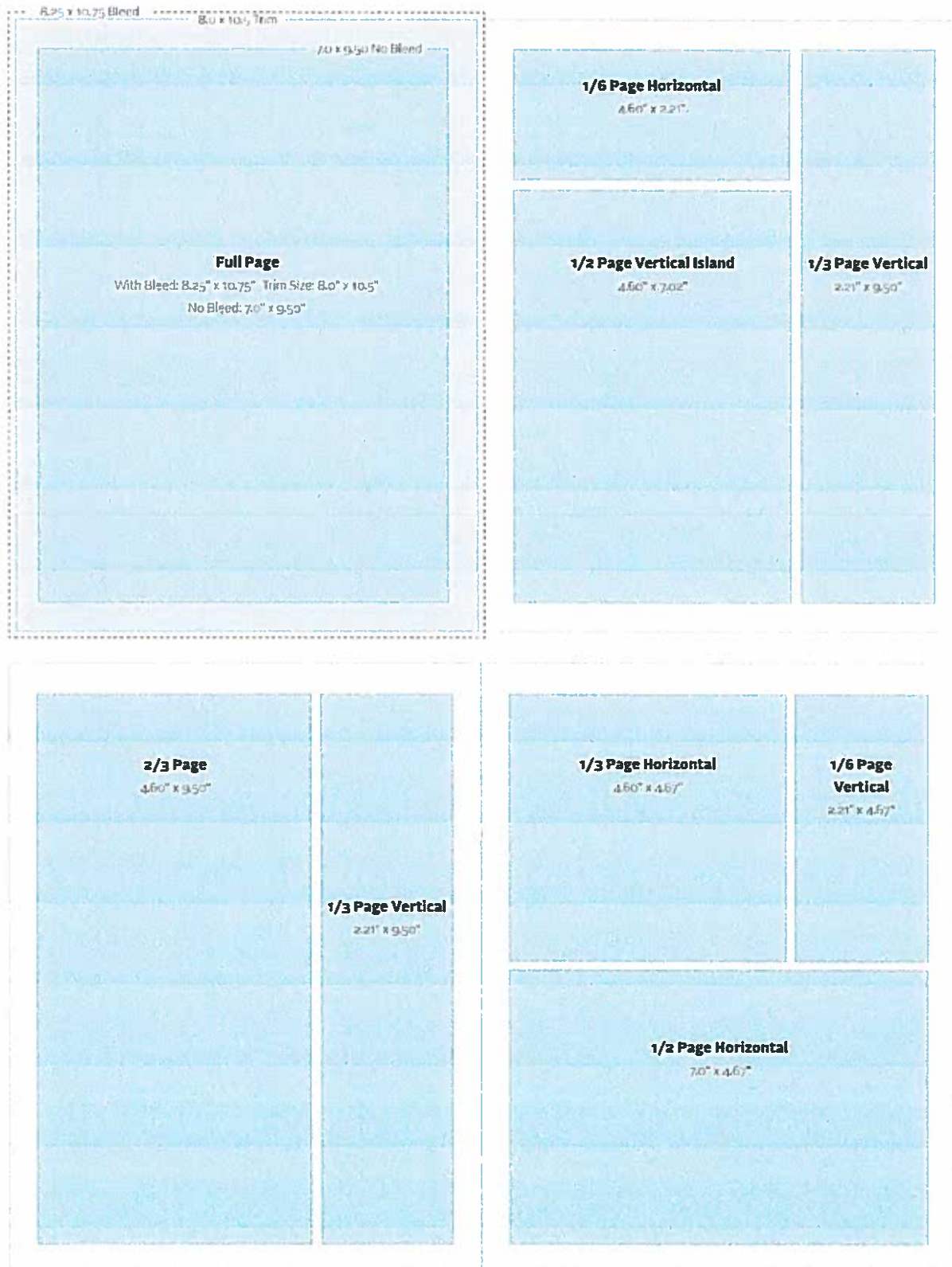
Lianne Joy Aponte

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505.585.5569 lianne@nmmagazine.com

George Julian Dworin

Albuquerque South of I-40 / Southern / NE New Mexico
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Advertisement Layout Diagrams



FUN and GAMES

7820 Enchanted Hills Blvd., Suite A-300
Rio Rancho, NM 87144 • 505 771-8302

City of Truth or Consequences
Att: Kim
P.O. Box 1072
T or C, NM 87901

01/01/18

INVOICE #0301

SERVICE PROVIDED: Distribution at high profile events state wide. Distribution to state visitors centers as requested. FREE email blasts of special event announcements, fliers, etc.

We keep the major visitor centers stocked with Sierra County collateral year round. There are 9 state run centers with an annual combined visitor count of 2.5 million plus according to the New Mexico Tourism Department. In addition we supply centers and chambers in many other areas such as Santa Fe, Albuquerque, Taos, Los Alamos, Ruidoso, Roswell, Carlsbad, Red River, Angel Fire and most everywhere in between. We carry your material to many events in New Mexico such as the Albuquerque Balloon Fiesta, State Fair, Wine Fests, Indian and Spanish Markets, etc.. We send out email blasts to over 2,600 in the tourism industry promoting your special events.

SERVICE DATE(S): January - December 2018

Total due: \$1,000

Thank you for riding on the Van that Can!

FUN AND GAMES

We Deliver New Mexico

MAINTENANCE PERFORMED APRIL 2017 THROUGH MARCH 2018
SierraCounty.info and SierraCountyEvents.com – does not include
complete documentation of work done on Social Media
Ruanna Waldrum / ReadyWebService.com

=====

- monthly updates to Trip Advisor events section, includes creating an image graphic for each event we list
- weekly tweets, Facebook status updates, Google Plus posts, general maintenance of social media accounts and pages, includes sharing other posts
- provided monthly reports and information on statistics and website as requested / required
- approved submitted events for the online calendar / featured on current events page of Tourism per deadlines / promoted on social media
- compiled and submitted events to City Utilities Department each month for (possible, not guaranteed) inclusion on utility bills
- checked links to YouTube videos site-wide, since, if the link is http without the s, the video disappears. Corrected all videos in Press section, to be continued.
- deactivated blog posts from 2012 with outdated info, kept other oldies if they contained relevant info
- searched db for Visitor_Info (old links) after coming across a few in Press and corrected about 20 instances on 8-10 posts
- revised hours for Pacific Grill
- revised hours for Little Slice of Heaven
- started replacing icons on press
- rearranged mega menu on home to include "Well-being" and "Site Seeing" instead of "Relaxation" and "Fun Diversions" and moved a few other things around – need to carry over to Shopping and Press
- created TMA ads for 2017 (3.5 hours) and input content into the DMO sections for each of our destinations (Sierra County, Truth or Consequences, Elephant Butte)
- changed dates of Elephant Butte Balloon Regatta on Annual Events page and on downloadable PDF
- added Spaceport America Relay article to press, created Spaceport post and forwarded to the press page
- added 9 finds in New Mexico's Quirkiest Hot Spring town to Press
- corrected link to Sega Gallery's Facebook page in shopping
- switched Featured Article on Press main page to 9 Finds in Quirky Truth or Consequences
- found "wireless" link on restaurant listings was broken, fixed on all that apply (lists, single records)
- revised Spaceport Tour page again – no date specified
- created Vacation Rental pages for individual towns – but then
- forwarded vacation rental locations to town attraction pages
- created an Array page with restaurant and vacation rental
- added Light of the Soul to shopping section

- added Kingston Schoolhouse Museum as an attraction and set the loop to call it in on the museums page
- created a new loop / layout for all museums
- created Trip Advisor ads, submitted to state, resubmitted until approved
- was alerted to article on OM Balsamic in Gear Patrol; created image from screenshot, added to Press and also added to Monticello page
- added video from Youtube in Spaceport Posts - USC students' record-setting launch on March 4, 2017
- uploaded new iBrochure to Flip PDF and AS3
- sent Kim "dogs in the water" photos and nudged Moe
- added information on Hot Springs Festival to annual event page
- added info on T or C Fiesta to annual event page
- dropped off iBrochure bill to Kim in EB and provided further documentation for iBrochure
- found out that the Fiesta Golf Tournament is May 13-14. changed up the annual event listing with correct dates and info, revised pdf download for 2017 and 2018, uploaded PDFs to amazon S3
- made a blog post from MainStreet's Hot Springs Festival press release
- uploaded new iBrochure to Flip PDF and AS3
- sent Kim "dogs in the water" photos and nudged Moe
- added information on Hot Springs Festival to annual event page
- added info on T or C Fiesta to annual event page
- dropped off iBrochure bill to Kim in EB and provided further documentation for iBrochure
- changed up the annual event listing with correct dates and info, revised pdf download for 2017 and 2018, uploaded PDFs to amazon S3
- made a blog post from MainStreet's press release
- created a post to forward to the Annual Events page
- added TorC Brewery to restaurants section then learned there's no food, so moved them to businesses
- heard from Barbershop Plaza motel, listing is not ready to go live so I disabled record and changed address, until I hear more
- reworked entire hot spring page to eliminate duplicate records, i.e.
- Artesian Hot Spring and Artesian RV Park - added meta boxes and soak excerpt to be more specific
- visited Hoosier Apartments, shot photos, color-fixed, straightened, optimized, uploaded, created Business for Hoosier / hot spring page
- disabled La Paloma Too hotel listing and created La Paloma Too business listing
- updated Events Manager plugin on SierraCountyEvents.com - custom file needs replacing every time the plugin updates
- corrected Hoosier after Jim Grider gave feedback
- kayak fishing tournament promo - social media, created blog post to redirect to annual event
- disabled
- added new mexico magazine's 20 things to love about truth or consequences article to press
- Made chili cookout forms available via the annual event page.

- created "boating" blog post and forwarded it to the boating page.
- learned the link to Black Range Outfitters was broken, removed it
- discovered taxonomies (categories, town names, etc) repeating on business layouts. contacted plugin developer
- advised plugin developer that repeating taxonomies had spread site wide
- after being contacted by plugin developer, updated to new plugin and repeating taxonomies was fixed
- went to Zia Kayak Outfitters (closed at a time that was advertised as open) and got a photo of the building's exterior
- gathered other photos of watercraft rentals from online sources - mostly depositphotos.com
- updated annual events lists for 2017 and 2018 to remove Fly Freedom's flag event on Memorial Day
- began entering more businesses in new business section
- hiked Champagne hills and got photos of Andrew at the Elephant Butte overlook
- submitted Champagne Hills graphic to State Tourism, got it approved
- responded to inquiry on Trinity Site Tour
- removed pages from Swiftype after going over the 500 page limit
- recreated Valhalla Orchard, which was not coming up in Swiftype search
- removed 21 day soaks from Swiftype - they're old now
- added "Ted Turner is on a Mission To Save Everything" article to Press
- removed shopping sitemap from Google Search Console
- set the shopping subsite to no index
- passed along a request re: contact info for Austin Art Factory to Reed Rische
- learned that Chloride Bank Cafe is closing. Set "all" Chloride restaurants page to draft, redirected page to main restaurants page. Removed Chloride from the sidebar "Restaurant Locations" menu. Set Chloride Restaurant single listing to draft, redirected single restaurant to all restaurants page. Removed link to "restaurant" from main Chloride page.
- compiled stats on website visits and social media followers for Griffin & Assoc, per Kim (half hour)
- a different configuration of stats requested by Griffin. re-did the numbers. (45 minutes)
- completed cemeteries page and took it live
- added cemeteries to the uber menu and attractions menu
- set museums to use custom layouts (query 13, layout 67) showing links to social media, etc. added photos to Percha Bank Museum, Military Museum
- wrote a blog post re: Hillsboro and Kingston's September 2 Labor Day event
- downloaded Farmers Market photos from their Facebook page, removed timestamp with photoshop, sized for web, created a photo album for the Farmers Market page
- added Turtleback Mountain Resort as a meeting venue using photos

from their Facebook page, undid Sierra del Rio meeting venue setting

- added Arrey Cafe Sylvia's tostadas to restaurant page
- moved several redirections from redirection plugin to htaccess
- posted 3 old images of the Sierra County Advocate from 1907 on the blog; set to share to Facebook on Thursday for throwback Thurs
- added Turtleback Mountain Resort as a meeting venue and removed Smoking Turtle from meeting planner
- restyled GoSierraCounty / events page. Previous styling matched MailChimp, with helvetica - unified font to Source-Pro
- re-set Google Fonts for Source Pro. All the styles weren't needed and all the styles got a bad grade on Google Fonts.
- set SPF and DKIM on sierracountyevents.com email in Zoho
- forwarded location kingston to Kingston page
- forwarded location Caballo to Caballo page
- forwarded location williamsburg to Williamsburg page
- checked sitemap and SEO plugin settings - added Businesses to sitemap in main site, turned off categories in Press
- added Summer's Here and the Time is Right (EB) article to press
- took the new business section live. First, deleted Shopping subsite, checked and saved htaccess rules, created lots of redirects
- moved most popular redirects from Redirection plugin to htaccess
- added "media size" plugin and "replace media" plugin, started replacing large files
- corrected links in random articles
- added 2017 Fair schedule to the annual event listing for Sierra County Fair
- recreated "Drop-in Workout" page using business, meeting planner, rv park and recreation CPTs - new query, new layout, redirected old page to new
- set redirects on Press categories using shortened htaccess code from Rebecca Gill
- changed RedirectMatch rules to 301 redirect using shortened htaccess code from Rebecca Gill
- changed "wineries" page to "wineries, breweries, bars" and created a new layout using businesses & restaurants displayed in a grid with loop buddy
- checked Google Search Console for errors
- checked xml sitemap, removed pages from "omit from xml sitemaps" field, redirected pages in a path that holds no content, found that subpages were erroring or redirecting, undid the redirects
- rewrote / updated the AKC dog show post from 2016 and put it on the home page
- checked the listings on Chile Challenge and Dog show with event planners, revised accordingly
- resized a bunch of images, got rid of 25 megabytes of weight
- checked wine / beer page - added text about designated drivers and not all businesses serve food, added links to restaurants with wine/beer, restaurants with full liquor
- stopped into Caballo Tavern, got information and photos
- added Caballo Tavern to businesses / bars page

- built out shopping page locations for TorC, Elephant Butte, Hillsboro/Kingston, Chloride/Winston, Arrey/Caballo
- found La Paloma Too duplicated - sorted out permalink, deleted extra, created hot spring layout for that one business with header going to hot spring page
- created single business query which means I don't need single 7th Center, Alissa's, Firefly queries
- worked out Caballo page with excerpt and businesses - <https://www.sierracountynewmexico.info/caballo-new-mexico/>
- rewrote Caballo page content
- discovered method of posting on Google My Business
- added Santa Fe Edible article to press after Moe got it from Jake
- changed contact on Chile Challenge from Dan Petit to Jim Kinnerup on 2017 and 2019 annual event downloads - replaced old with new on AS3
- figured out the loopbuddy formula to arrange annual events by "upcoming date" instead of January-to-December.
- noted on White Water Weekends that the 2017 floating season has ended
- pulled Pandora stats from the last 2 years
- moved more Redirects from plugin to htaccess, put home page into infinite redirect for a few hours, oops, corrected the issue
- set "RedirectMatch" on shopping categories (1 hr)
- added True video to Trinity Site Tour x 3 at SierraCountyEvents.com
- replaced photos of Gila Wilderness / Emory Pass after visiting the site 2017-10-08
- removed El Camino International Heritage Center from Old West Trail page per Kim
- added photos of blue heron over rio grande and turkey vultures at winding roads park to birding page
- added Attractions menu under Activities menu in left sidebar of Recreation layout
- added Activities menu under Attractions in the left sidebar of the Attractions layout
- set CSS to hide the menus above on mobile view
- re-ordered annual events to show next occurring at top
- add article on Bill Bussman's Old Wave Mandolins to press section
- finished page on Arrey - <https://www.sierracountynewmexico.info/arrey-new-mexico/>
- sorted out the Tourism Google API
- added random Google maps using the API after attempting to set up maps in Easy Custom Post Types - latter didn't work
- reworked the Pet-Friendly page. No need to have accordions, just put restaurant at the top, then Lodging, then RV Parks
- added icons to Pet-friendly lodging - small ones show on either side of heading on desktop, larger ones show under heading on mobile
- reset "sticky" posts on home, removed button to events, centered icons
- worked on htaccess file, consolidating rules
- created 39ish things to do while you're here post
- per Maggie Allen, changed Run for the Wall date for 2018 on

SierraCountyEvents.com, annual events listing, downloadable PDF

- took flyer from Windy Barnes's Facebook page, updated schedule of events on our sties

- visited Dog Show to get a few photos

- worked on SEO / content for Engle page (1.25 hours)

- created a Dog Show video (6 hours)

- fielded question on Car Show date via SierraCountyEvents.com

- moved link to fontawesome stylesheet from header settings to functions.php

- per Kim, uploaded Turner Expeditions video from Vimeo to the Tourism Youtube account - Turner has the video on their youtube but it's not embeddable. Kim advised that permission had been given so fine to put it on our site however we could

- moved more redirects over from plugin to htaccess

- fixed page crawl errors, mostly related to blog (deactivated) and shopping (rebuilt)

- revised hours and Facebook page URL for Dusty Cowboy

- realized EB lake state park is not in Swiftype search, set it to show first under terms eleph, elephant, elephant butte

- Veterans Day car show - attended, compiled photos and videos, made a video, posted to Youtube, embedded on annual event, updated Car Show dates to remove 2017

- duplicated Linda Turner's Yuletide in Chloride event from last year, activated.

- added Marcia McCoy Studio to shopping section

- discovered article on hot springs water study linked to 2002 hydrology study instead of 2013 study. googled, found 2013 study, uploaded to AS3, revised article

- moved 2002 hydrology study to AS3

- updated museums PDF, downloaded to desk, uploaded to AS3 (20 mins)

- deleted hotels, museums, restaurants and rv parks PDFs from /downloads/ directory, all are on S3

- added observer.com article on Spaceport coming to NM

- noticed Press header was missing - set cow in front of San Mateos image on all press pages

- continued developing the new business section layouts and features. Added category tag named "where-to-find."

- omitted some pages from Swiftype search results when we went over 500 again

- created "Business" post type and input spas

- display is on Photos - need to finish this by moving the Loop to the proper page - also sort out Massage page forwarding to Blog.

- disabled user registration on SierraCountyEvents.com after getting lots of spam registrants.

- wrote a letter to Sandra Grieves re: her disappointment with Holiday Inn Express pool closed

- took the new "wellness" page live with businesses & hotel listings replacing free-form text

- added alt text and fixed captions on Hot Springs gallery and added it to Hot Springs Festival blog post

- removed redirect from old massage page (in recreation) to blog, set old massage page to draft, directed blog to the new "wellness" page
- gasp - found meeting planner and other "tabbed" content missing because of a plugin conflict. enabled an older version of conflicting plugin as temporary remedy, wrote to the plugin developer re: conflict
- input content from Holiday Inn Express directory submission; switched out 11-megabyte photo for optimized version
- plugin dev advised me tabs plugin was no longer compatible. implemented accordion system instead - 3 hours
- troubleshoot display issue on meeting planner > restaurants > historic towns - still not solved
- spam comments getting through the filter; turned off commenting overnight
- separated out the two pools on the Swimming page
- added Black Range Vineyards as a business, disabled restaurant record
- added Koala Tea CBD as a business
- added "Branson says they'll fly in 2018" to press (Space.com)
- while in Hillsboro noticed that Barbershop Plaza Motel was open, asked questions and exchanged emails; received followup email and re-activated the motel with descriptions and photos
- got photos for Farm Market, Ghost Town Remains, Hillsboro Tradin Post, exterior of Black Range Museum
- added Baqueras Grocery to business listings
- responded to Jaswant Khalsa's request to be on the site; corrected incorrect link to her website
- realized Press single post titles are clickable - removed link
- created Spaceport post that forwards to the Observer article in Press. set redirect, added featured image and excerpt.
- ubermenu down arrows were slow loading, changed functions.php file from 4.4.0 to 4.7.0, if that doesn't work it's back to Builder settings
- sorted out a new layout for the main shopping page - showing phone number and address
- created a Thanksgiving Dinner post
- recorded an "edit individual event in a recurring set, delete individual event in a recurring set, or modify entire recurring set" video for Sonia, worked for 2 hours trying to fix non-working "duplicate event" button
- ubermenu down arrows were slow loading, changed functions.php file from 4.4.0 to 4.7.0, if that doesn't work it's back to Builder settings
- switched out Hoosier photo per Jim Rigdon by way of Susie Brandt
- added "pool closed" details to City Pool schedule per Sarah Frothingham, and then revised again per her further instructions
- redirected BellaLuca restaurant (now closed) listing to their website
- added Integrative Intentions to wellness page after getting info from Cydney and digging up image from an old Wellness blog post
- removed BellaLuca & Barbecue on Broadway, added Me Gusta to

downloadable "restaurants" PDF

- removed Oasis Motel from downloadable "accommodations" PDF
- set "Drop-In Workouts" page to use a custom "classing" photo instead of the featured image. Revised LoopBuddy layout, added Grapes to Drop-In Workouts page.
- visited January's, got photos
- visited the Brewery, got a photo
- changed BellaLuca restaurant listing's title and permalink - reopening as Old Brick Cafe soon
- attended State Tourism "True" training
- duplicated and updated Spaceport America Cup and Spaceport America Relay for 2018
- unified icons between Wellness listings list and wellness listings single
- added Crossbow Coffee Cafe after Suzanne sent photos of the food truck, its menu, hours
- added Winston to Restaurants "locations" sidebar
- added link to "food" at the top of the Winston page
- checked content on the Winston page - corrected a broken link to the old shopping section, found and corrected a typo, rewrote the meta-description
- uploaded Paparoni Pizza puparani photo and Winston-as-Fairview to AS3, added Winston photo to Winston page
- added Puparoni photo to pet-friendly page, commented out. in text about pets on patios, substituted Cafe BellaLuca with Casa Taco, been seeing dogs on the patio there lately
- created a spreadsheet with blog post ideas, shared with Gina
- shared short links with Gina
- set up Gina's website and email
- purchased a Zoho account for Gina - no longer free - and set up forwarding to her gmail account
- re-activated Your Place (food truck) restaurant listing with help from Suzanne
- revised date of 2018 County Fair per email from Marsha Wright on Annual Event listing and the downloadable PDF
- redirected Smokin Turtle to newly named Brassie Bar listing, declassified as a seafood restaurant, added description to indicate appetizers and sandwiches only, added to "watering holes" page
- started a document with first flight info, shared with Gina
- <https://www.sierracountynewmexico.info/blog/new-years-eve-party-truth-consequences/>
- fixed malformation of URL and spelling error on Consequences ^^^ - set redirect
- changed contact on Kayak Fishing Tournament from City of EB to Zia Kayak per Kim via Gina
- per Jimmy, set date of 2018 Balloon Regatta to August 25-26
- updated annual events PDF, updated restaurants PDF
- added Black Cat Books & Coffee to shopping, somehow I missed that one when rebuilding th shops section
- redirected smokin-turtle-restaurant-and-bar to <https://>

www.sierracountynewmexico.info/restaurants-and-cafes/brassie-bar/

- added info on Parking to the TorC shopping page.
- updated name of EBLAR and their website on Artist Retreat page, removed references to years past.
- removed Artist Retreat blog post from Swiftype search engine
- fixed Trager / Zia Kayak phone number on 2018 annual event download
- changed phone number of Old Brick Cafe per email from Destiny
- updated restaurant PDF with OBC #s and etc
- responded to comment to balneology post
- set up hot springs marketing email and set up website under a new domain
- hid phone on mobile layout of shopping archives - phone number shows on desktop, click to call button shows on mobile.
- spotted, researched, got pictures for, and created a record for La Onda Paleteria at 103 N. Broadway in T or C.
- Moe sent Sunset Magazine article
- added Marinas layout to Fishing & EB lake page (previously was only on Fishing, go figure)
- added link to EBLAR to the Damsite Lodge page
- linked hiking page back to the Lakeshore Highlands blog post
- created a "Fishing Boating Floating" layout and applied it to Sports Adventures, Dam Site Marina, Marina del sur, Zia Kayak, Butte Marina
- checked all marinas to be sure content areas were showing
- disabled Yoast SEO Pro on the main tourism site, enabled regular Yoast, started moving redirects over from Yoast and Google Search Console
- disabled Dam Site Historic District "hotels" listing, replaced with Dam Site Historic District "meeting planner" listing.
- updated Koala Tea CBD Business information
- reworked the Meeting Planner submission form for businesses
- removed Vacation Rentals form from the forms page and replace it with Meeting Planner Submission form for businesses
- redirected the Vacation Rentals page to hotels
- removed Vacation Rentals from the hotels sidebar
- removed Vacation Rentals from the Accommodations dropdown
- corrected link to TorC Chamber on Contact Us page
- contacted Frank Vilorio to get permission to post photo of Azariah with a fish; added to Elephant Butte Lake page, linked to fishing page, fishing guides page, and Vilorio's website
- spoke to Emily from TripAdvisor, passed info on to Kim, wrote to Emily to tell her we pass, wrote a summary of why after Emily asked for reasoning, ran it by Kim, sent it to Emily (1 hr)
- revised Board page to show Kim as president of GTSB Board, not VP of GTSB Board
- checked Tourism board list on County Gov site against Tourism board list on SCRATB
- added Monday hours to Brewery
- added Monday hours to Me Gusta
- realized Sierra del Rio was missing from shopping / business section, created a listing

- connected new SDR page to pro shop page & restaurant page, corrected one old link that was not redirecting
- set redirects on various shopping pages and annual event PDFs based on Google Search Console info
- conversation with Kim re: Trip Advisor \$5k buy (.5 hr)
- disabled Spaceport Relay event on SierraCountyEvents.com
- looked for spaceport content on site; created a link to Suzanne's blog post from 2015 to the tour page
- set more redirects from Google Search Console
- added Marinas to Uber menu
- moved RV park images to directory in Resources (some were in root directory)
- revised h3 note on Spaceport Tour page to say tours will start again in March, maybe
- revised text on main Spaceport page until tours begin again

Kim W. Skinner

From: chris.newton@gotravelsites.com
Sent: Friday, October 06, 2017 10:02 AM
To: director@sierracountynewmexico.info
Subject: DO NOT DELETE - Go Travel Sites Invoice #13698 - Time Sensitive
Attachments: 100617-100150-CityofTruthorConsequences-13698.pdf

The GoTravel Sites
powered by Tripmunk



Hello Kim,

It is time to renew your advertising with The Go Travel Sites. Your detailed invoice is attached for reviewing and printing.

In the past 12 months your DMO Partnership on Go-NewMexico.com has received 16,714 impressions and 240 highly targeted clicks. 1,304 Travel Planner Leads were sent to director@sierracountynewmexico.info.

Continue to reach your target audience for another year by submitting your renewal payment no later than 11/24/2017.

Payment can be made by credit card quickly and conveniently by calling our office at 801-487-7200. Or, if you prefer, you can make out a check to "The Go Travel Sites" and send it to:

The Go Travel Sites
1245 East Brickyard Road, Suite 530
Salt Lake City, Utah 84106

Please call me personally should you need additional information concerning your renewal.

We appreciate your business and look forward to a continuation of our successful partnership.

Warm regards,
Chris

Chris Newton
Partnership Development
The Go Travel Sites
888-454-8824

The GoTravel Sites

powered by Tripmunk



FY19 HOW WILL YOU PROMOTE T OR C AND THE AREA IN CONJUNCTION WITH YOUR EVENT/PROJECT?

Website/Mobile Website: The Tourism Board website promotes T or C and Sierra County as a whole by providing information on our destinations, attractions, activities and events. As the community with the largest number of lodging facilities (over 300 hotel rooms) T or C reaps the most benefit from visitors to Sierra County. The website's "Hot Springs page," which includes our hot springs map and which promotes all of T or C's commercial hot spring bathhouses and hotels, is the #1 visited page on our website. The page on "City of Truth or Consequences" is the #2 spot. Sierracounty.info received 140,815 in the past 12 months, up 8.21% from FY17-18 and up 8.94% from 2 years ago, FY16-17. The website includes a complete listing of dining and lodging, an A-Z section of local Art Galleries and Gift Shops as well as an event planning section and a Wedding Planner page. Google and Bing Ad words promote Sierra County's assets and hotels to a targeted online audience.

Online advertising with The Go Travel Sites & Go-New Mexico. In 2017, our DMO partnership on Go-NewMexico.com had received 16,714 impressions and 240 highly targeted clicks. T or C received 1,304 highly targeted traveler planner request leads. These requests are responded to by the Tourism Board who then responds electronically & mails printed T or C/SC Tourism visitor attraction and event information.

"I" Brochure: This brochure is designed to include a complete list of lodging, restaurants, museums and attractions. The City of T or C has more of each of these assets than any other municipality in Sierra County. This brochure is distributed in visitor's mailings, NM Visitors Centers, Chambers of Commerce, Las Cruces Visitors Center, Elephant Butte Lake State Park, Ft Bliss Army Base, Holloman AFB, El Paso Convention and Visitors Center. The "I" Brochure is also available online at www.sierracounty.info/brochure/.

"Fun and Games, Inc": Fun and Games Inc. is a New Mexico statewide brochure, rack card and magazine distribution company. Fun and Games, Inc. also does email blasts promoting T or C events to their extensive list of New Mexico statewide media contacts as well as Chambers of Commerce, Visitors Centers, Convention Centers, Museums, NM State Visitors Centers, Convention & Visitors Bureaus. etc. This is our 7th year contracting with Fun and Games, Inc.

"Trip Advisor" It is important for the City of Truth or Consequences to place the Banner Advertising on the Truth or Consequences Trip Advisor page. It is expected that Virgin Galactic will begin commercial flights from Spaceport America in late 2018 or early 2019. "Global" internet articles and television news "updates" regarding both Virgin Galactic and Spaceport America alert interested viewers and potential visitors to the fact that Spaceport America is located near Truth or Consequences. Currently, all Spaceport America visitors must embark on their tour the SPA Welcome Center that is located at 301 Foch Street in Truth or Consequences. We also promote Truth or Consequences as a "Wellness Destination". Renewing a Trip Advisor Banner Ad contract for 2018-2019 will give T or C the benefit of advertising

on Trip Advisor (the world's largest travel website) and its associated mobile app. "Events, packages and banner ads (which can be utilized to promote assets county-wide) are visible to anyone visiting the Trip Advisor Truth or Consequences page. Our Trip Advisor Banner ads are preapproved by the New Mexico Tourism Department and are NMTD registered as "New Mexico True". This is our 7th year contracting with Trip Advisor.

"New Mexico "true"Adventure Guide Reach over 1 million readers thru through 500,000 printed copies and thousands of digital downloads. The Guide will be available on newsstands at more than 600 nationwide Barnes & Nobles store for 3 months. The Guide is distributed with a summer (67%) or a winter (33%) cover, depending upon the season. Approximately 36,000 of the Guides will be sent via the USPS at no charge to interested travelers who request the Guide via an online order form on NewMexico.org. The *True Adventure Guide* will be distributed to over 150 hotels and resorts of various sizes across the state with copies provided for over 20,000 rooms, all year. Hundreds of thousands of Guides will be distributed at New Mexico Visitor Information Centers, Convention and Visitors Bureaus, Chambers of Commerce, as well as selected events and trade shows. The digital version of the Guide is designed for state-of the-art usability and advertising experience online. The downloadable app will be available on all major digital platforms including the Apple App Store, Google Play, and Amazon Kindle. Web addresses in all digital formats are hot-linked to your website. **Direct Mail:** Deliver your message to prime prospects through a direct mail campaign (50,000 copies) to selected NMTD advertising target markets.

505 Sims Street
Truth or Consequences, NM 87901
PH: 575-894-6673
FX: 575-894-6690

City of Truth or Consequences

FY: 2018/19

This evaluation form is provided for the Board's convenience, therefore, it is not filled out completely.
The City provides you with information to help you make an informed decision.

Lodgers Tax

Application Evaluation

NAME OF ORGANIZATION:

TOR C FIESTA

- Is applicant a nonprofit organization? Must provide authority number.
☒ Yes ☐ No ☐ Unknown, No Documentation Provided
- Was application submitted by the deadline? ☒ Yes ☐ No
- Does their marketing plan meet the guideline objectives? ☐ Yes ☐ No
- Did applicant apply the 75/25 marketing ratio? ☐ Yes ☐ No
Request: \$8,000 (75% = \$6,000) (25% = \$2,000)
- What other funding sources does applicant have?
Applicant has not applied for funding from another source.
- Did applicant receive Lodgers Tax funds from the City for the previous grant year?
☒ Yes ☐ No
If yes, was the entire allocation expended? ☐ Yes ☒ No 100 % Not Used
Single event falls on the 4th QTR. Nothing has been submitted yet on \$4,000 award.
- Were quarterly reports submitted timely? ☐ Yes ☒ No ***3Q was late.***

STAFF NOTES: ***Please reference comments to questions above.***

NOTES/COMMENTS: _____

LTAB Member: _____

Date: _____

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



FY: 2018/2019 APPLICATION FOR FUNDS

**FORM IS DUE IN THE OFFICE OF
THE CITY CLERK NO LATER THAN
April 20, 2018 by 5:00 PM**

WORKSHOP: THURSDAY, March 29, 2018
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 46-3634202

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 4824784

T or C FIESTA

NAME OF NON-PROFIT ORGANIZATION

PO Box 249

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

7

NO. OF MEMBERS

04/19/18

DATE

Mickey Sallee

CONTACT PERSON (Print or Type)

SIGNATURE

575-894-8948

TELEPHONE NUMBER

AMOUNT REQUESTED: \$8,000.00

AMOUNT AWARDED: (For Board Use Only) shalakotoo@yahoo.com

E-MAIL

NAME OF EVENTS/PROJECTS: T or C's Ralph Edwards Fiesta

DATES OF EVENTS/PROJECTS: First weekend in May

LOCATION OF EVENTS: Ralph Edwards Park and various locations throughout T or C

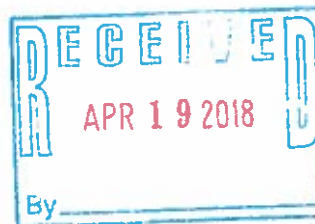
HOW MANY PEOPLE ATTEND: 5,500 +/- 2,500-3,500
(Total) (Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS:

Contest entries, vendors, web visits, viewers along parade route

DESCRIBE THE EVENTS/PROJECTS: Ralph Edwards Tribute, parade, live music in park, vendors, fishing derby,
skateboard competition, junk boat race,

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: <u>Sentinel, Herald, Chaparral Guide</u>	\$ <u>1,500.00</u>
PUBLISH: <u>The Ink, EP Scene, Albq Journal, M Graphics</u>	\$ <u>5,150.00</u>
RADIO: <u>Bravo Mic, KCHS, K101</u>	\$ <u>850.00</u>
TELEVISION: _____	\$ _____
WEBSITE: _____	\$ _____
OTHER COSTS: <u>Porta Potties</u>	\$ <u>500.00</u>
_____	\$ _____

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

Through all of the advertising in newspapers, poster, flyers, face book, web site, chamber of commerce, telephone contacts, vendor and parade applications, musicians, advertising booklet

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"** AND THE CITY OF TRUTH OR CONSEQUENCES LOGO.

FOR BOARD USE ONLY:

PRIORITY NO. _____

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION \$ _____

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:



[HOME](#)

Business Search

Corporations/LLC Search Results

Entity Name	DBA Name	Business ID#	Entity Type	State of Incorporation	Status	Date of Expiration
T OR C FIESTA		4824784	Domestic Nonprofit Corporation	New Mexico	Active	N/A

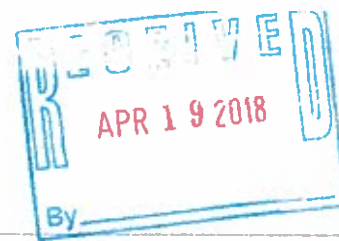
Total No. of Records: 1 Page 1 of 1

Partnerships/LLP Search Results

Entity Name	Business ID#	Entity Type	Registration/Reservation Date	Status	Date of Expiration
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No records to view.

[Back](#)



Exempt Organizations Select Check

[Exempt Organizations Select Check Home](#)

Form 990-N (e-Postcard) - Search Results

These results include the most recent Form 990-N (e-Postcard) filing(s) of each organization listed. Click on an organization's name to see the information included on the organization's e-Postcard.

Results are sorted by EIN. To sort results by another category, click on the icon next to the column heading for that category. Clicking on that icon a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

Note: Not all Form 990-N (e-Postcard) filers qualify for exemption from federal income tax. To confirm an organization's tax-exempt status, call Customer Account Services at (877) 829-5500.

1-4 of 4 results

Results Per Page

« Prev | 1-4 | Next »

EIN ▲	Legal Name (Doing Business As) ▲	City ▲	State ▲	ZIP/Postal Code ▲	Country ▲	Tax Year ▲
46-3634202	T O R C FIESTA	T or C	NM	87901	United States	2013
46-3634202	T O R C FIESTA	Truth or Consequences	NM	87901	United States	2014
46-3634202	T O R C FIESTA	T or C	NM	87901	United States	2015
46-3634202	T O R C FIESTA	T or C	NM	87901	United States	2016

« Prev | 1-4 | Next »

[Return to Search](#)