

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, NOVEMBER 15, 2021**

AGENDA

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, November 15, 2021 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of October 26, 2021

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

4. OLD BUSINESS:

- a. Discussion/Review: Lodgers Tax Award Tracking Sheet for October 26, 2021.
- b. Discussion/Action: Geronimo Trail Scenic Byway Inc. 2021-2022 Lodgers Tax Application. Request for Brochure Funding.
- c. Discussion/Action: Sierra County Arts Council. 2021-2022 Lodgers Tax Application.
- d. Discussion/Action: Procedure for Implementing Lodgers Tax Collection on Short Term Rentals. Gina Kelley, Vice-Chairman

5. NEW BUSINESS:

- a. Discussion/Action: Set meeting date and time for December 2021.
- b. Discussion/Action: Set meeting date and times for all future meeting starting January 2022.

6. REPORTS FROM THE BOARD

7. REPORTS FROM STAFF

8. ADJOURNMENT

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD**

MINUTES

TUESDAY, OCTOBER 26, 2021

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Tuesday, October 26, 2021 at 12:00 pm.

CALL TO ORDER: The meeting was called to order by Chairman Foerstner.

ROLL CALL: Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member

ALSO PRESENT: Traci Alvarez, Assistant City Manager
Tammy Gardner, Executive Assistant
Dawn C. Barclay, Deputy City Clerk

1. APPROVAL OF AGENDA:

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

2. APPROVAL OF MINUTES:

a. Regular Meeting of September 28, 2021.

Member DeMarino made a motion to approve the September 28, 2021 minutes. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

3. COMMENTS FROM THE PUBLIC:

There were no comments from the Public.

4. NEW BUSINESS:

a. Discussion/Action: Geronimo Trail Scenic Byway Inc. 2021-2022 Lodgers Tax Grant Application. Request for Funding. Tammy Gardner, Executive Assistant

Tammy Gardner, Executive Assistant – Presented request in the amount of \$4,000.00. \$2,500.00 is for reprinting of brochures and \$1,500.00 is for the website work and hosting.

Member DeMarino - Would like a representative to come and answer a few questions. She would like to know how many number of brochures are being printed for the \$2,500.00 being requested.

Member DeMarino made a motion to approve the funding in the amount of \$1,500 for their website project. Table the brochures to be presented by a representative from the organization at the next scheduled meeting. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

b. Discussion/Action: Set meeting date and time for November and December 2021.

The board as a whole discussed and thought it might be best to schedule a monthly meeting with the option to cancel if no agenda item(s) are presented for that month's meeting. Also, the board would like to continue discussions on Short Term Rentals at the next scheduled meeting.

Tammy Gardner, Executive Assistant - Relayed a special request from Bruce Swingle, City Manager, to move the Lodgers Tax Advisory Board meeting's from Tuesdays to Mondays, due to scheduling conflicts with other boards. The board agreed to hold future meetings on Monday's. With the request in mind, the board agreed that next month's meeting will be held on Monday, November 15, 2021 at Noon.

Vice-Chairman Kelley made a motion to approve next month's meeting to be held on Monday, November 15, 2021 at Noon. **Member DeMarino** seconded the motion. Motion carried unanimously.

5. REPORTS FROM THE BOARD:

Vice-Chairman Kelley – Mentioned that Molly Hammer, who is an Airbnb owner, is interested in joining as a Lodgers Tax Advisory Board member. She stated, one of Ms. Hammer has ideas would be to establish a procedure on how to move the Airbnb community into compliance by creating rules regarding short term rentals and Lodgers Tax collection. Vice-Chairman Kelley gave an update on the City of Ruidoso, NM that they are not interested in renewing the contract with Airbnb to collect lodger tax. They have decided to collect the lodger's tax on their own. Vice-Chairman Kelley confirmed Gross Receipts Tax for NM is still charged by and collected through Airbnb when a reservation is made.

Linda DeMarino, Member - Made note to the two vacant board positions that still need to be filled; Lodging and Tourism. She also updated the board on the "Contract" she and Tammy Gardner, Executive Assistant has been delayed due to Member DeMarino has been out of town.

Vice-Chairman Kelley – Gave a report that the Lodgers Tax Funding Guidelines were presented and approved by the City Commission. She would now like to see all the approved Lodgers Tax forms be accessible through the City website.

Linda DeMarino, Member – Spoke about moving forward with the City Branding. Vice-Chairman said she will reach out to Roster with MainStreet and begin the

6. REPORTS FROM STAFF:

There were no reports from the staff.

7. ADJOURNMENT:

There being no further business to come before the Lodgers Tax Advisory Board Vice-Chairman Kelley made a motion to adjourn the meeting. Member DeMarino seconded the motion. Motion carried unanimously. Meeting was adjourned.

PASSED AND APPROVED ON THIS 15th DAY OF NOVEMBER 2021.

Jake Foerstner, Chairman
Lodgers Tax Advisory Board

Lodgers' Tax Award Tracking Sheet

Lodgers' Tax Meeting Date: October 26, 2021

Applicant: Geronimo Trail Scenic Byway

Project(s) Applied For:

1) geronimotrail.com website updates & hosting

Amount Requested: \$1500 Amount Approved: \$1500

Approved x Postponed Denied

Reason for Postponement/Denial/Different Award Amount:

2) Geronimo Trail Scenic Byway brochure reprint

Amount Requested: \$2500 Amount Approved: 0

Approved Postponed x Denied

Reason for Postponement/Denial/Different Award Amount: there
was no information on the application regarding how many
brochures were being printed nor was a sample brochure provided
so that the LTAB could see what was being reprinted.

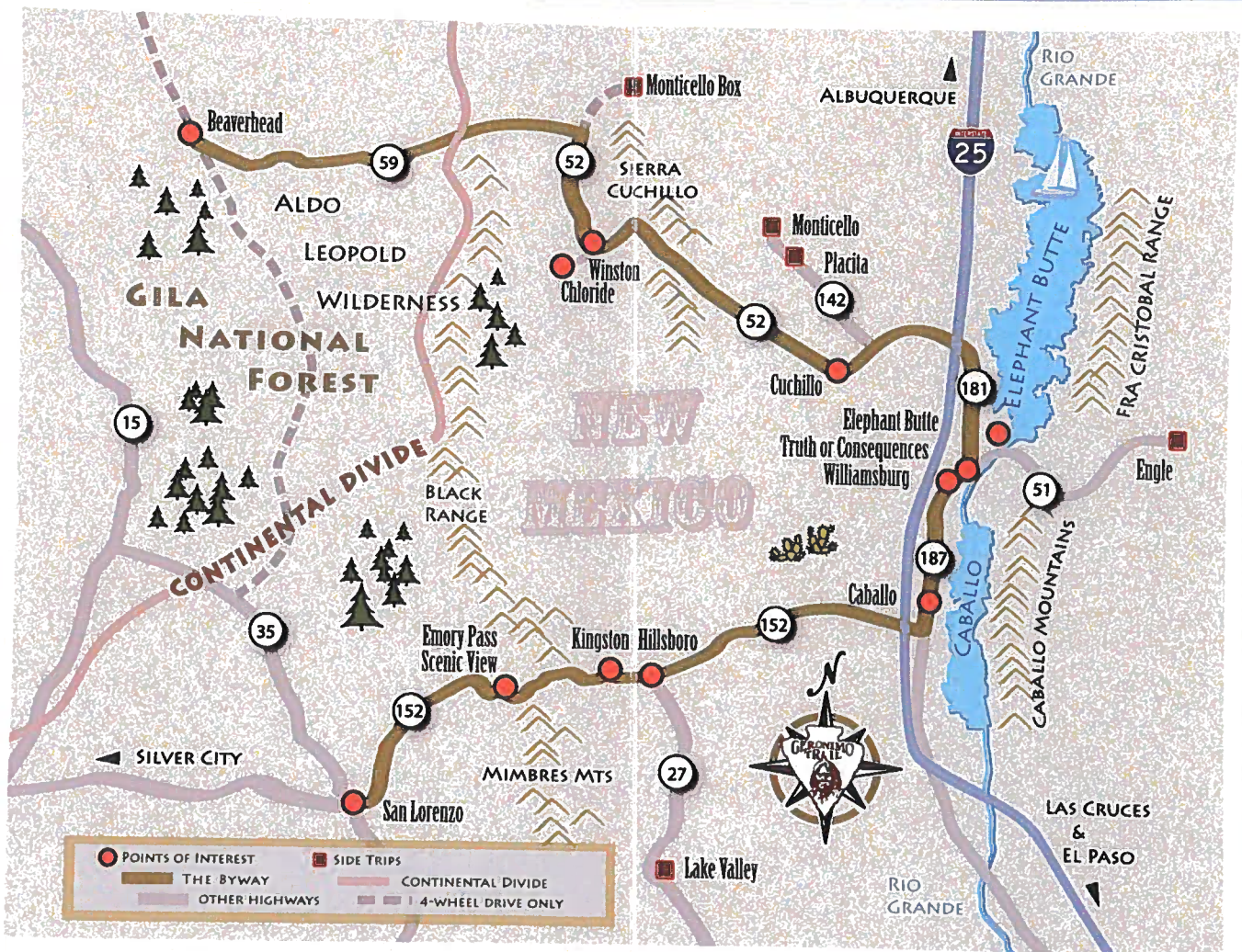
Geronimo Trail National Scenic Byway



Points of Interest:

**BEAVERHEAD • FOREST ROAD 150
CONTINENTAL DIVIDE NATIONAL SCENIC TRAIL
MONTICELLO BOX & OJO CALIENTE
WINSTON • CHLORIDE • CUCHILLO
MONTICELLO • ELEPHANT BUTTE
ENGLE • PASEO DEL RIO CAMPGROUND
TRUTH OR CONSEQUENCES
WILLIAMSBURG • CABALLO
PERCHA DAM STATE PARK • HILLSBORO
LAKE VALLEY • KINGSTON
EMORY PASS • SAN LORENZO**

*From mountain forests to dry desert,
scrub-dotted hills and the largest lakes in New Mexico
Take this tour to see the beauty and magic.*



ACTIVITIES



BOATING: Many types of boats are available for rent at one of Elephant Butte Lake's 3 marinas. Both the Rio Grande Sailing Club & the Southwest Drag Boat Association hold frequent tournaments and events. Kayaks and inner tubes are available for rent on the Rio Grande on a seasonal basis.



CAMPING: Over 300 developed campsites are available at the three New Mexico State Parks and there are hundreds more, both with and without services, throughout the Gila National Forest.



FISHING: With New Mexico's 2 largest lakes, the Rio Grande and the streams and smaller lakes of the Gila, fishing is one of the area's most popular activities. Monthly American Bass tournaments and numerous youth fishing events attract crowds throughout the fishing season.



There are **2 GOLF COURSES** along the Byway. Truth or Consequences' Municipal Golf Course offers 9-holes, a putting green and a pitching green. Sierra del Rio Golf Course is an 18-hole course that is affiliated with Sun Country PGA and sponsors regular tournaments.



There are **6 MUSEUMS** on the Byway:

- Black Range Museum, Hillsboro
- Percha Bank Museum, Kingston
- Schoolhouse Museum, Kingston
- Pioneer Store Museum, Chloride
- Geronimo Springs Museum Truth or Consequences
- Hamilton Military Museum, Truth or Consequences



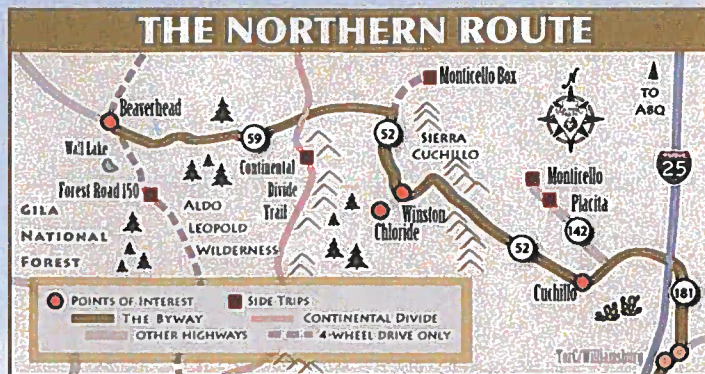
There are **HIKING TRAILS**, nature walks and guided tours in the State Parks on the Byway. The Gila National Forest has hundreds of miles of hiking trails, as well as a number of interpretive trails; 22 miles of the Continental Divide Trail run through the Aldo Leopold Wilderness and can be accessed from Hwy. 59 near Beaverhead or from the Rocky Canyon Campground near San Lorenzo.



Percha Dam State Park is one of the **5 TOP BIRDING AREAS** in New Mexico and every spring sponsors Migration Sensation, a 2 day education and celebration. Percha, along with the other 2 State Parks on the Byway were recently designated as Audubon 'Important Birding Areas.' In the Gila, approximately 337 bird species have been sighted.



BICYCLE traffic is common along the byway. Local bicyclists often take their bikes by car out to a section of the byway, leave the car safely parked along the side of the road and ride their bicycles for several miles and back to the car.



BEAVERHEAD, a forest service administrative site is the end of pavement for the Black Range entrance to the Aldo Leopold Wilderness, part of the 3 million acre Gila National Forest. Motorized vehicles are not allowed in the Wilderness area but from here you can explore on foot, horseback or mountain bike. No camping is allowed in the administrative site but when the office is staffed, information on facilities is available. Outdoor bath rooms are available year-round.



FOREST ROAD 150, is no longer a part of the Byway but it remains a side trip for those with high clearance, 4-wheel drive and a sense of adventure. FR-150 travels through the Aldo Leopold Wilderness creating a loop back to the trail of the



Mtn Spirits Scenic Byway at Hwy 3, which will take you to San Lorenzo and the southern end of the Byway. Highlights on FR-150 include a view of Wall Lake

Diamond Creek and Black

Canyon Trails, several campgrounds and access points to the Continental Divide Trail. FR-150 is closed during the winter months.

NOTE: Most of the Geronimo Trail Scenic Byway is located in a rural county. R

CONTINENTAL DIVIDE NATIONAL SCENIC TRAIL (CDNST), a side trip, crosses Rt. 59 near Beaverhead and cuts across the center ridge line of the Aldo Leopold Wilderness then into the Gila National Forest. The wild landscape with deep canyons, tree covered peaks and spectacular vista points offer a rich and unique experience in nature. The area abounds with deer, elk, wild turkey, and birds plus mountain vegetation.



MONTICELLO BOX & OJO CALIENTE A side trip, about 9 miles north of the junction of NM 59 on NM 52, brings you to the site of the army camp for the Warm Springs Apache Reservation and the location where Geronimo was captured in 1877. Located on private property, the site is visible from the dirt road where you can view the cut in the hill which is Monticello Box Canyon. The road through the box has been closed and the remains of the old fort have been destroyed. Please respect No Trespassing signs.



WINSTON The Winston Historic District's old houses, stores, and buildings date from the boom days of late 1800s silver mines. At its height the town had a population of about 1,500. This area, once home to Warm Spring Apaches, is now used for cattle grazing; open range cattle are often seen walking on the road. A Community Fiesta with a parade, barbecue, flea market, cow-chip poker and a dance is held yearly in June.

room facilities, restaurants, gas and diesel may be found in our larger communities.



CHLORIDE, founded in 1879 when silver chloride ore was discovered, at its height was home to three thousand residents. Like other silver-producing towns in the region, it was wiped out during the silver panic of 1893. Today, the old buildings are being restored and the Pioneer Store is now a world-class museum list-

ed on the New Mexico Office of Cultural Affairs' list of Historic Places. The Monte Cristo Saloon & Dance hall, next door to the Museum, is now a beautiful gallery and gift store.



CUCHILLO, named for nearby Cuchillo Negro (Black Knife) Creek, which in turn took its name from a local Apache chief, was settled by Hispanic farmers and ranchers in the 1850s. It became a stop for the stagecoach line and a resting place for travelers in the late 1800s, being midway between the railroad in Engle and the mines near Chloride and Winston.



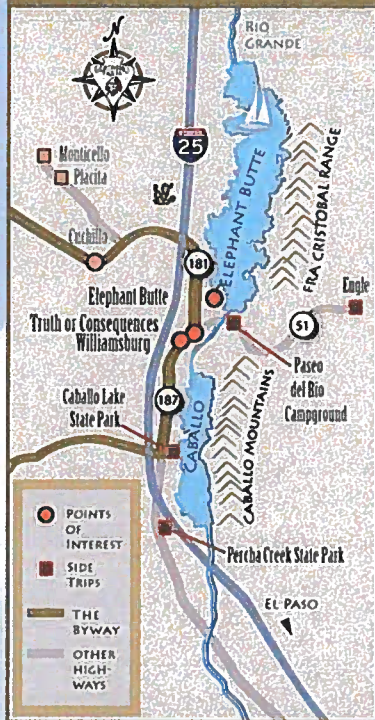
MONTICELLO is laid out in traditional Spanish style, with a church, stores and businesses surrounding a central plaza. The outer walls of the perimeter buildings were thick adobe with gunsight holes for defense, and the remains of the old adobe town walls are still visible. Today the land supports



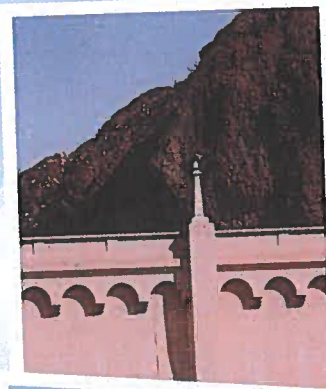
organic farming and the plaza is a small community park. San Ignacio Catholic Mission, built in 1867, still stands on the north side and is used regularly. There are no stores or facilities available, and all buildings are on private property.



ON THE RIO GRANDE



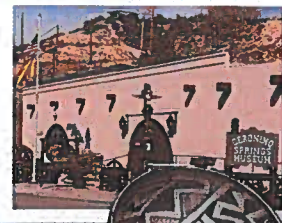
This section of the Byway runs south inside the Rio Grande valley, which has for centuries been an agricultural and transportation corridor along the Rio Grande - the fourth longest river in the world. Interstate 25, the major north-south road in New Mexico, runs parallel to the Rio Grande and provides easy access to the river towns which have most of the County's population and services. The non-urban roads in this area are state-maintained highways with two 12-foot-wide paved driving lanes and intermittent shoulders



June for the Chile Cook-Off, September for the Annual Balloon Regatta, or check the Elephant Butte Chamber of

ELEPHANT BUTTE, one of New Mexico's newest cities, is named for an ancient volcanic cone which sits in the lake and resembles an elephant's head. Elephant Butte Dam, the largest at the time of construction (1911-1916), was the first in the US for flood control and irrigation. It is New Mexico's largest and most popular lake with outdoor recreation and events throughout the year. Elephant Butte Lake State Park has full park services, excellent fishing, swimming and water sports. Come in

TRUTH OR CONSEQUENCES is home to the Geronimo Trail Visitors Center, where you will find a large selection of information, and someone to answer your questions. The Geronimo



Spring Museum has a world class display of early Mimbres Mogollon pottery, Apache artifacts and culture, Hispanic heritage, ranching & mining exhibits, and history. Hamilton Military Museum and Veterans Memorial Park has a 1/2 size Vietnam Wall, plus exhibits on all the wars the U.S. has been involved in from 1776 to the present. Formerly named Hot Springs

the downtown sits over a pool of 110-degree F mineral water which comes to the surface through wells, springs and pools. Throughout history it was used by Southwestern Tribes to soak, relax and heal. The spa area is a National Historic District and its soaking pools still provide comfort and ease of muscle pain to residents and visitors alike.



WILLIAMSBURG In 1949 a group of about 30 Truth or Consequences residents broke away and created the Village of Williamsburg.

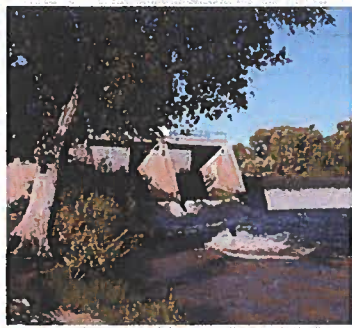


disastrous flood in 1977 prompted construction of the Powey Mud Spring Canyon Dam in 1980. Its unusual washboard-like face, designed to impede the flow of floodwater and debris, is visible on the other side of I-2 from much of Williamsburg. Access to Highway 187 is at the south end of Williamsburg. Turn onto the south-bound 2-lane highway and

follow the Rio Grande past Las Palomas and toward the Caballo Mountains.

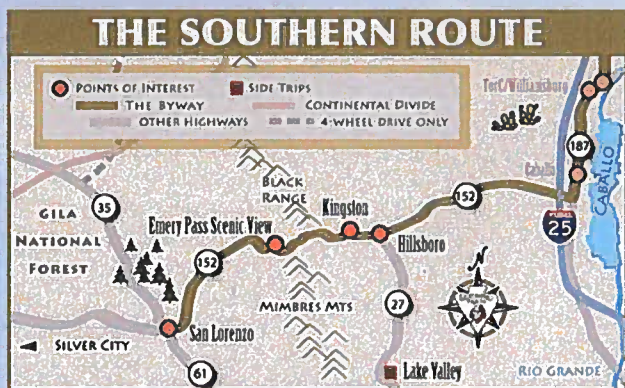


Side Trip to Percha Dam State Park Just south of Caballo Lake, Percha Dam State Park is a quiet, serene getaway under the shade of tall cottonwoods,



Russian olives, and salt cedars. Along with the 2 other State Parks on the Byway, Percha is designated an Audubon Important Birding Area and is one of the top 5 birding sites in New Mexico. It is spectacular during the spring and autumn migration seasons.

Full park services are available and this is a popular area for fishing.



Leaving Caballo, the Byway runs west for about 50 miles on Highway 152, ascending from the Rio Grande Valley through ranch country, over the pine-forested Black Range Mountains through Emory Pass, and then descending toward scrub-dotted slopes. During rare times of severe weather these roads may be closed, and stay closed until cleared. Parts of this road run through open range where cattle have the legal right-of-way.



HILLSBORO was founded in 1877 when gold and silver



KINGSTON is another old mining town of the 1880s, with a wild and wooly reputation. The Percha Bank Museum and Art Gallery is open by appointment 575-895-5652. The Schoolhouse Museum is open 2 weekends a month. Sadie Orchard's first brothel was on Virtue Ave, and Mark Twain and Butch Cassidy and gang were frequent visitors. Walking Tour Guides are available at the historic Black Range Lodge. Kingston's Historic District features several buildings and the town bell, cast from ore from local mines. The old cemetery outside the town is still in use.



From Kingston to **EMORY PASS** the road gains nearly 3000 feet in altitude over nine miles, and crests at Emory Pass. This magnificent viewpoint at above 8,000 feet overlooks mountains, valleys and Caballo Lake over 50 miles to the east. An extensive system of trails offers pleasant hikes through cool forested mountains or along shady streams.



Backpackers will find plenty of beautiful, wild, rugged, and remote country for long trips in quiet solitude.



Leaving Emory Pass, the terrain changes from towering pines on the mountains and cliffs overshadowing the road to gentle slopes, with juniper, cedar and scrub oak, until it reaches the Mimbres River Valley at **SAN LORENZO** where the Geronimo Trail National Scenic Byway ends and the Trail of the Mountain



Sierra County Tourism pages for tournaments, regattas and on-shore activities. The weather is good year-round and there's always something to do.



TWO SIDE TRIPS



ENGLE lies on the Jornada del Muerto, the roughest section of the El Camino Real. Built in 1879 as a station on the Atchison, Topeka and Santa Fe Railroad, Engle became a

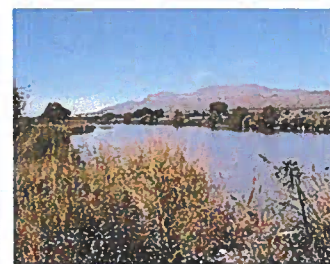
thriving cattle town and shipping point for ore and supplies. The area east of town was restricted by the U.S. government when it created White Sands Missile Range in 1945, and that spelled the end. The headquarters of the historic Armendaris Ranch are located in Engle, which is also the town nearest Spaceport America.

PASEO DEL RIO/FISH HATCHERY PARK,

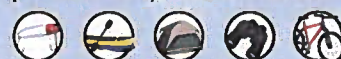
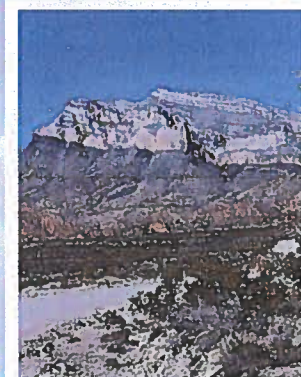
location of a fish hatchery 1930s-1950s, is a part of Elephant Butte Lake State Park and provides a more remote, less crowded atmosphere for day use and camping. There are no sewer or electric services offered but there is a comfort station with showers.



The village of **Caballo** is the gateway to Caballo Lake and Percha Dam State Parks. The town and the lake are both named after the mountains and the mountains were named for the herds of wild horses found to be descendants of the horses brought here in the late 1500s. *Sierra de los Caballos* literally means "Mountain of the Horses." The original community of Caballo dating back to 1908, is under water. In 1938, when the lake behind Caballo Dam began to fill, it covered the homes of settlers. These families moved their homes to the foothills on the west side of the Rio Grande, where they continued to raise livestock.



Side Trip to Caballo Lake State Park At 18 miles long, this is the second largest body of water in New Mexico. Caballo Lake State Park offers family-oriented and mostly ADA-accessible services, picnicking, nature trails, swimming & boating. Popular with people who like to fish active rivers year-round, the lake also attracts windsurfers from April through October, particularly, near the dam.



*"Mesa, mountain and forest, valley and desert and rolling upland
- silence and the mellow sunlight over all"* Eugene Manlove Rhodes "A Nu

visit us online www

The Hillsboro community formed in 1884, with Hillsboro the County Seat. The ruins of the old Victorian-style courthouse still stand. The village features the Black Range Museum (open by appointment), the 130-year-old General Store (now a restaurant), lodging, shops, a winery and art galleries. The Hillsboro Historical Society has a center open on weekends. The Hillsboro Community Center sponsors high-quality musical events throughout the year.



From Hillsboro you can take a side trip to **LAKE VALLEY**, a ghost town about 18 miles south. Named in 1878 for ancient lake beds nearby, this silver mining town had a heyday population of over 4000 people. Today Lake Valley is cared for by the Bureau of Land Management, and remains fairly intact. Weathered wooden buildings, a school, a garage and several houses still survive. This was the location of the Bridal Chamber Mine, one of the richest veins of silver ever discovered.

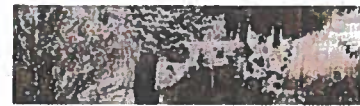


"The Chamber of Things"
1911



w . g e r o n i m o t r a i l . c o m

Byway begins.



CALENDAR OF EVENTS:

SECOND SATURDAY ART HOP in Downtown TorC

- 2nd Sat. of every month 6-9pm

GATHERING OF QUILTS - 4th Weekend in February

TRUTH OR CONSEQUENCES FIESTA - 1st weekend in May

WINSTON/CHIZ/CHLORIDE & DUSTY FIESTA - 1st Sat. in June

ELEPHANT BUTTE CHILI CHALLENGE COOK OFF - 2nd Sat. in June

INDEPENDENCE DAY FIREWORKS @ Elephant Butte Lake State Park

- 4th of July weekend

ELEPHANT BUTTE ANNUAL CELEBRATION - Last weekend in August

ELEPHANT BUTTE BALLOON REGATTA - Last weekend in August

HOT SPRINGS FESTIVAL in TorC - 2nd weekend in May

SIERRA COUNTY FAIR - 2nd weekend in October

NM OLD TIME FIDDLERS STATE CHAMPIONSHIP

- 4th weekend in October

VETERANS DAY CAR SHOW & RUN FOR THE WALL

@ Veterans Memorial Park in TorC - Veterans Day weekend

CHRISTMAS IN THE FOOTHILLS in Hillsboro - 1st Sat. in December

OLD-FASHIONED CHRISTMAS in TorC - 2nd Fri. in December

ELEPHANT BUTTE LUMINARIA BEACHWALK,

FLOATING LIGHTS PARADE - 2nd Sat. in December

SPACEPORT AMERICA TOURS - spaceportamericatour.com

Visit **SierraCountyEvents.com** for a current events calendar.

For more information on the activities that the Geronimo Trail has to offer, please visit:

Geronimo Trail Scenic Byway: geronimotrail.com

Sierra County Recreation & Tourism: sierracountynewmexico.info

Truth or Consequences Chamber of Commerce: torcchamber.org

Elephant Butte Chamber of Commerce: ebcocnm.com

Second Saturday Art Hop: torcmainstreet.org

Geronimo Springs Museum: geronimospringsmuseum.com

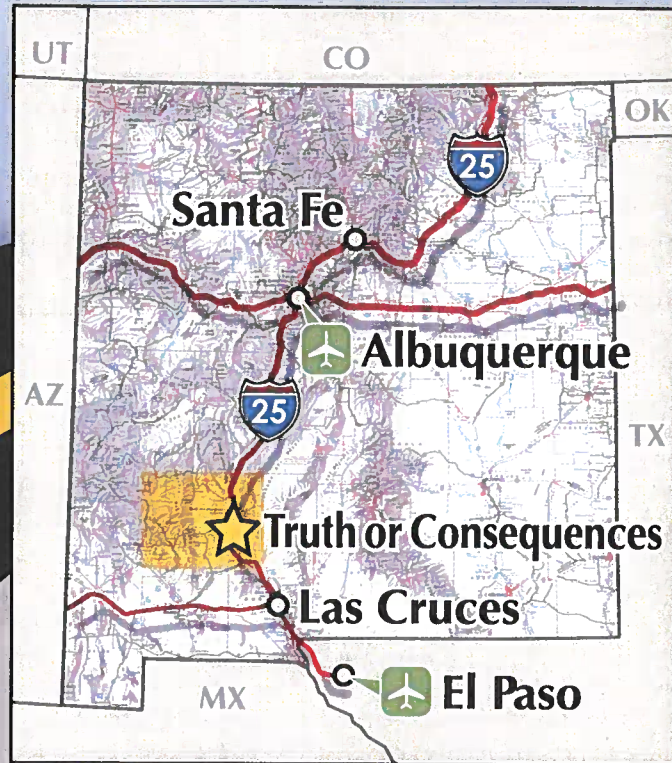
Pioneer Store Museum (Chloride): pioneerstoremuseum.com

Percha Bank Museum (Kingston): perchabank.com

Gila National Forest: fs.usda.gov/gila

Points of Interest:

BEAVERHEAD • FOREST ROAD 150 • ENGLE
CONTINENTAL DIVIDE NATIONAL SCENIC TRAIL
MONTICELLO BOX & OJO CALIENTE • WINSTON • CHLORIDE
HILLSBORO • CUCHILLO • MONTICELLO • ELEPHANT BUTTE
PASEO DEL RIO CAMPGROUND • PERCHA DAM STATE PARK
TRUTH OR CONSEQUENCES • WILLIAMSBURG • CABALLO
LAKE VALLEY • KINGSTON • EMORY PASS • SAN LORENZO



Geronimo Trail Scenic Byway Office

3015 Foch St, Truth or Consequences NM 87901

EMAIL: larena@geronimotrail.com

WEBSITE: www.geronimotrail.com

575-894-1968

844-264-5501





SIERRA COUNTY ARTS COUNCIL

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

November 15th, 2021

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



RE: Lodgers tax Application

Dear Jake:

I wanted to thank you in advance for the opportunity to apply for Lodgers tax funding on behalf of our Sierra County Arts Council. The council is moving forward with renewed hope for a more normal 2022.

The funding request is for help with Arts Council website maintenance and the reprint of the very popular Gallery and Mural Brochures produced by the Council. These brochures are passed out each month at Art Hop and available widely at all galleries, spas, hotels and our visitor centers.

Thank you again for the opportunity to request help from the Lodgers Tax Advisory Board.

Sincerely,

Cary "jagger" Gustin, President Board of Directors



2021-2022 LODGERS' TAX APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Sierra County Arts Council
Project/Event Name	Reprint Brochures Website updates
Event Date(s) and Location (if applicable)	N/A
Event Organizer & Title within Organization (if applicable)	N/A
Phone Number of Organizer	N/A
Email of Organizer	N/A
Organization Address	Sierra County Arts Council P.O. Box 1424 TOWN, NH 07901
Organization's Contact Person (If different than event organizer)	CARY "JAAGER" GUSTIN
Contact Phone and Email for Organization's Contact Person	575-312-2050 TAILORMANS3@yahoo.com

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Funding

Amount Requested: (Must match application page 4)	\$2350 ⁰⁰ 00
Anticipated Attendance (not including volunteers/staff):	N/A

PART 3: CRITERIA

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

Reprint

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

Original Printing 2020 Reprint 2021

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

Reprint MURALS Brochure

Reprint galleries Brochure

Arts Council website maintenance and development

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

The Availability of Brochures in TORC's historic district galleries and venues affords the tourist or 1st time visitor a chance to reflect on what they have seen, perhaps extend their stay to see more and makes its way home as a reminder to visit again. TORC residents pass the Brochure to family and friends as a way to inform whats here and spur local shopping for Area merchants

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

the Brochures and other local Attractions and Amenities are mailed by request to the states Regional visitor centers along the interstate Hiway system.

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

the TORC chamber and Guanino TRAIL visitor centers get numerous Requests for information packets. These Requests are filled and mailed to Addresses nation wide.

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

For live events the Arts Council uses A visitor
poll sheet to track overnight stays also STAT
counter service for weekly Analytic Report
which includes Average daily traffic count

6. How many Facebook followers do you have for this event page or organization page (for a project)? 461 Likes Instagram followers? N/A

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

8. If you are asking for funding for an existing website, be sure to attached analytics from previous year. see Attached STAT counter print out.

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

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

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
XACTA Printing	Reprint 2 Brochures	\$1150 ⁰⁰ xx
Ready web service	1 years contract website maintenance and development	\$1200 ⁰⁰ xx
TOTAL AMOUNT REQUESTED: Must match page 1.		\$2350 ⁰⁰ xx

PART 5: FINANCIAL DISCLOSURE CHECKLIST

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

☐ IRS and Secretary of State proof of Good Standing

☒ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

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

Print your name and title: CARY "JAGGER" GUSTIN Board President

Signature: 

Date: Nov. 15, 2021

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Fwd: Art - Weekly Stats Report 1 Nov - 7 Nov 2021



rspeakes@valomet.com

Jagger Gustin
Catherine Wanek
Ruanna Waldrum

From: "StatCounter.com Reports" <reports@statcounter.com>
To: "Rebecca Speakes" <rspeakes@valomet.com>
Sent: Monday, November 8, 2021 2:33:16 AM
Subject: Art - Weekly Stats Report 1 Nov - 7 Nov 2021 [RebeccaSpeakes]

statcounter

Weekly Analytics Report

<http://www.statcounter.com>


1 Nov - 7 Nov 2021

Average Daily Traffic

Page Views	Unique Visits	First Time Visits
2.6	1.3	1.1
Prev Week	Prev Week	Prev Week
4.9	4.4	4.3
	Returning Visits	
	0.1	
	Prev Week	
	0.1	

Daily Traffic Breakdown

	Page Views	Unique Visits	First Time Visits	Returning
Mon	3	2	2	0
Tue	0	0	0	0
Wed	1	1	0	1
Thu	4	2	2	0
Fri	6	2	2	0



4 Warning Signs of Dying Liver
(#2 Is Scary!)

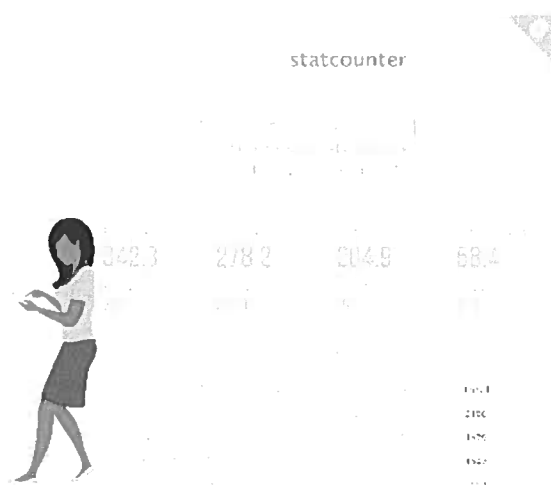
https://mail.yahoo.com/b/folders/1/messages/APbFQ9tx1c3pYYkyQQCkEOJMq4g?.src=... 11/10/2021

Sat	1	1	1	0
Sun	3	1	1	0
Total	18	9	8	1
Avg	3	1	1	0

Never enough time to
check your stats?

Running a successful website can be extremely demanding
your time. Between writing new content, responding to comn
and enquiries, checking search engine rankings and making
everything is running smoothly, the essential job of analyzing
traffic and understanding more about your visitors can offer
the first to be overlooked when things get hectic.
We totally get it! Which is why we've created special customi
email reports that let you choose the stats to include that are
relevant to your project.

Get the complete
story in your inbox!



If you wish to disable email reports please [click here](#)

Delete Spam Actions Apply

November 15th, 2021

Additional notes to Application:

Sierra County Arts Council

Request of \$1200 for up to 12 months of website maintenance and development. The SCAC website,
www.sierracountyarts.org

Is in need of Search Engine Optimization as well as some restructuring to make it easier to navigate. In 2020, the SCAC received a grant to create videos of artists, galleries, and music events. These videos have been uploaded to our You-Tube Channel, and this new online content needs management to maximize views. In the coming year, the SCAC plans to create more videos of events, and we will need webmaster help to upload and manage this content, keep the online calendar up-to-date, and improve the visibility of the website.

Estimate

18032226

Xacta Printing

For All Your Printing Needs

412 N Broadway Truth or Consequences, NM 87901 575.744.4979

10/19/2021

Sierra County Arts Council

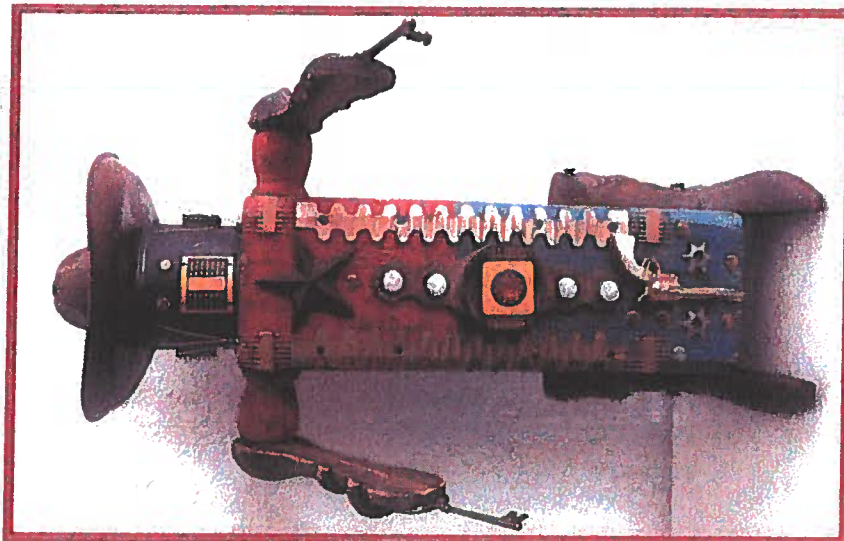
Description	Total
1000 Brochures printed two sides color folded Murals	575.00
1000 Brochures printed 2 sides folded Art Galleries	575.00
Sales Tax	0.00

\$1150.00

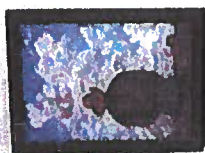
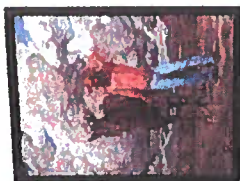
Estimates are good for 30 days.

Your Guide to

THE GALLERIES T of C



Robot Cowboy by Don Hallock
at Don's Den



Cactus Blooms by
Joanne Long at Light
of the Soul Gallery

Truth or Consequences is rapidly becoming recognized for its art community. The two dozen-plus galleries listed here feature local as well as international artists, yet not all of T or C's art is indoors—nearly 60 (and counting) murals adorn buildings on streets and alleys throughout town. They range from a small ristra at the entrance to El Faro restaurant to a full-wall masterpiece on the Dirty Boots Garage Gallery. Most of our hot springs and spas have a selection of wall art as well.

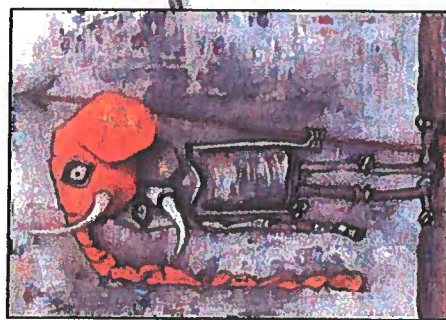
You'll also find a great display of non-gallery art hanging on the walls of many local restaurants and businesses including Grapevine Bistro, T or C Brewing, Point Blanc, and the real estate offices of Sea Properties. During the second Saturdays of each month, you can take in even more art—and music—during Second Saturday Art Hop. Galleries stay open until 9 pm.

T or C's list of galleries is always growing—be a part of "hot springs, cool town" New Mexico.

Paid for in part by Truth or Consequences
Lodgers Tax and produced by ZIA Gallery



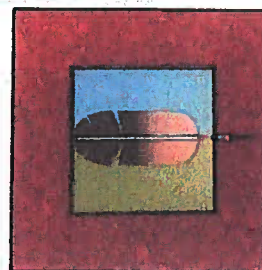
Artwork by Noël
Hudson and Delmas
Howe adorn the walls
in one of several
rooms at Rio Bravo
Fine Art Gallery



Elephant Mask
by Kyle Cunningham
at Desert Archaic



Artist Fred Fontaine
creates large abstract and
impressionistic pieces at
Fred Fontaine Arts,
one of the many galleries
and studios in Truth or
Consequences



Grandfather Feather
by Carlis Chee
at ZIA Gallery

← Fold

→ Fold

MM Back of RIO BRAVO GALLERY • Alley in back of 100 block of Broadway Expansive desert scenes by Reed Rische

NN PINK PELICAN • 302 Jones St.
Multiple colorful pelicans by David Larcom

OO SPACEPORT VISITOR CENTER • McAdoo St.
— Desert wildlife by a group called The Young DaVincs

PP Building backs & fence • 400 block of Sims
Whimsical flowers & colors by Mary Kinninger Walker

QQ RIVERBEND HOT SPRINGS • 100 Austin St.
Multiple artists including decorative signage by Reed Rische and other styles & subjects by William Galbreath, plus various smaller pieces by other artists

RR Art park between 303 Gallery and 405 Gallery
Featuring Reed Rische's mural of Buckhorn Bar sign

SS 500 block alley between Broadway & Austin
Tropical scene by Grace Bryan & 2 fantasy scenes by Mary Kinninger Walker

TT 400 block alley between Broadway & Austin
Tropical scene by Grace Bryan

UU Building at 326 Van Patten
Whimsical western subjects signed simply by "Marcia"

VV Corner of Marr & Daniels.
Fantasy image on corrugated metal fence by Jia Apple

WW PELICAN SPA • Corner Pershing & McAdoo
Colorful pelicans and dragon by David Larcom

XX MESILLA HEALING • 902 Date St.
Fanciful decorative plants on one wall by Reed Rische plus door and window frame art by owner's kids

YY Private residence • 310 N. Elm
African Ndebele-influenced home mural by Reed Rische

ZZ REBEL ROADRUNNER • 302 Main
Warm Springs Apache heritage by Reed Rische

Left: "Mille's Doll" by Peter Bowles on the side of 303 Gallery based on a kachina doll by the gallery owner's grandmother. (map "N").



PHOTO BY DURRME JOHANNK

Right: The water tank in the center of T or C is visible from just about anywhere in town (map "1").



PHOTO BY DURRME JOHANNK

There are also examples of public art throughout the Historic Hot Springs District including "Joy," the metal sculpture steer by R. Wm. Winkler at the corner of Pershing and Main, and the ceramic fountain at Las Palomas Plaza pool near the entrance to Geronimo Springs Museum. Also watch for some very creative fences — in particular at 802 Wynona, the 300 block of Riverside, and on the 400 block of Sims.



PHOTO BY REBECCA SPENCER

Above: Fanciful flowers by Reed Rische at Mesilla Healing on Date Street. (map "XX").

Colorful gecko murals like this one by David Larcom on a residence near 9th and Spruce streets also adorn residential walls in the 500 and 600 blocks of Ash street. (map "AA")

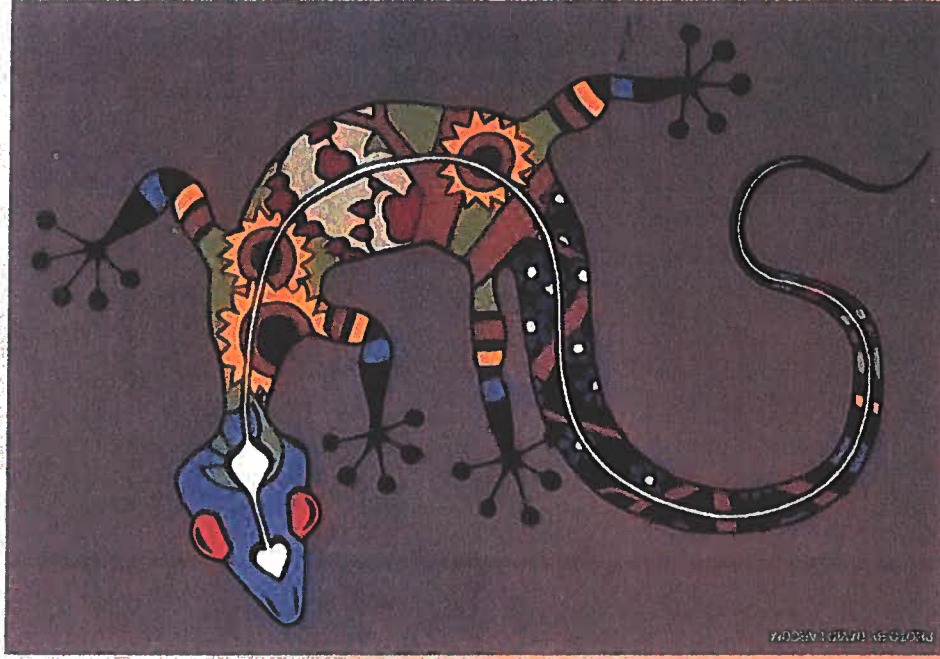


PHOTO BY DAVID LARCOM

Paid for in part by Truth or Consequences Lodgers Tax and produced by Zia Gallery
© 2011

SIERRA COUNTY ARTS COUNCIL WEBSITE LODGERS TAX REQUEST

Requested \$1200 annual budget

BLUEHOST: Constant Contact per month	\$3.00
BLUEHOST: Domain (\$17.99/year) per month	1.50
BLUEHOST: hosting cost per month	10.99
AVERAGE MONTHLY TOTAL PAID TO BLUEHOST	\$15.50
x 12 months	x 12
AVERAGE ANNUAL PAYMENT TO BLUEHOST	\$186.00
cost of website maintenance and updates for 12 months from readywebservice.com (\$84.50/month) - SCAC non-profit discounted rate	\$1014.00
GRAND TOTAL	1200.00



Confirmation

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Your Form 990-N(e-Postcard) has been submitted to the IRS

- **Organization Name:** SIERRA COUNTY ARTS COUNCIL INC
- **EIN:** 850436041
- **Tax Year:** 2020
- **Tax Year Start Date:** 01-01-2020
- **Tax Year End Date:** 12-31-2020
- **Submission ID:** 10065520212954985036
- **Filing Status Date:** 10-22-2021
- **Filing Status:** Pending

Note: [Print](#) a copy of this filing for your records. Once you leave this page, you will not be able to do so.

MANAGE FORM 990-N SUBMISSIONS



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Sierra County Arts Council

City

Truth or Consequences

State

NM



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United States

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Name A-Z

**Sierra County Arts Council Inc**

EIN: 85-0436041 | Truth Or Consequences, NM, United States

Pub 78 Data Form 990-N

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- [Suspensions Pursuant to Code Section 501\(p\)](#)
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	Freedom of Information Act	Tax Fraud & Abuse		
	No Fear Act			
	Privacy Policy			

Search Results



Business #	Business Name	DBA Name	Entity Type	Status	RA Name	Action
	SIERRA COUNTY ARTS COUNCIL, INC.		Domestic Nonprofit Corporation	Active	CARY GUSTIN	<input type="text"/>

Total No. of Records: 1 Page 1 of 1

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