

**CITY OF TRUTH OR CONSEQUENCES  
LODGERS TAX ADVISORY BOARD  
MONDAY, MARCH 7, 2022  
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, March 7, 2022 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 January 24, 2022

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

**4. OLD BUSINESS:**

- a. Discussion/Review: Lodgers Tax Account Balance and Award Reports.

**5. NEW BUSINESS:**

- a. Discussion/Review/Action: Chamber of Commerce 90-Day Follow-up Report from SparkNerds Digital Solutions.
- b. Discussion/Action: Main Street Truth or Consequences 2021-2022 Lodgers Tax Grant Application.
- c. Discussion/Action: Geronimo Trail Scenic Byway 2021-2022 Lodgers Tax Grant Application.
- d. Discussion/Action: A.C.T. Corp (Acknowledge Create Teach Corp) 2021-2022 Lodgers Tax Grant Application.
- e. Discussion/Action: Sierra County Arts Council 2021-2022 Lodgers Tax Application.
- f. Discussion/Action: Short-Term Rental Detection & Compliance Monitoring Software Proposal.  
Bruce Swingle, City Manager
- g. Discussion/Action: Set meeting date and time for April 2022.

**6. REPORTS FROM THE BOARD**

**7. REPORTS FROM STAFF**

**8. ADJOURNMENT**

**CITY OF TRUTH OR CONSEQUENCES  
LODGERS TAX ADVISORY BOARD  
MINUTES  
MONDAY, JANUARY 24, 2022**

**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, January 24, 2022 at 12:00 pm.

**CALL TO ORDER:**

The meeting was called to order by Chairman Jake Foerstner.

**ROLL CALL**

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

**ALSO PRESENT:**

Bruce Swingle, 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 seconded the motion. Motion carried unanimously.

**2. APPROVAL OF MINUTES:**

- a. Regular Meeting of November 15, 2021.

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

**3. COMMENTS FROM THE PUBLIC:**

There were no comments from the public.

#### **4. OLD BUSINESS:**

- a. Discussion/Action: Procedure for implementing Lodgers Tax Collection on Short Term Rentals. Gina Kelley, Vice-Chairman**

Vice-Chairman Kelley gave a recap from the last board meeting and continued on with her presentation. She provided a research list to the City for review and direction on how to establish a procedure to track and collect lodger's tax. Bruce Swingle, City Manager reminded the Board that the Village of Ruidoso did not move forward with hiring an outside vendor, but the City of T or C would like to explore these options and has a demo on software set up with a provider in the next few weeks. He will provide a report about the demo at the next scheduled meeting. Mr. Swingle also reported he has passed on Vice-Chairman Kelley's research list to the City Clerk. The Board offered to help assist the City Clerk's Department with their research if need be. A comparison was made between a third-party management system vs Airbnb on the collection of tax. The board decided to wait and see how the meeting goes between the City and the third party and then maybe reach out to Airbnb for their procedures.

**No action was taken.**

#### **5. NEW BUSINESS:**

- a. Discussion/Review: Lodgers Tax Award Tracking Sheets for November 15, 2021.**

The board confirmed the award tracking sheet was correct for November 15, 2021.

The board further discussed having a spreadsheet that would be presented at each meeting showing all the awarded payouts for the fiscal year. This spreadsheet would be a running total of all awards. It would be updated after every meeting and then presented back at the following meeting. In addition, the board requested they would like to receive a ledger balance report showing how much money is left in the Lodgers Tax holding account. They would like these two reports on the agenda and presented at each meeting. Tammy Gardner, Executive Assistant maintains and will provide the award information in a spreadsheet format. The other report will be generated through the city Finance Department. The board requested that Dawn C. Barclay, Deputy City Clerk will add a recurring agenda item referring to these two requested reports.

The board also discussed having these reports it will help to keep track of the time frame as to when the requestor will have to come back to the board to give their 90-day progress report.

- b. Discussion/Action: Sierra County Rock & Gem Society - 2021-2022 Lodgers Tax Grant Application. Tammy Gardner, Executive Assistant**

Tammy Gardner, Executive Assistant advised the board that the Sierra County Rock & Gem Society had to withdraw their funding request due to a Covid related issue.

**No action was taken.**

## **6. REPORTS FROM THE BOARD:**

**Vice-Chairman Kelley** - Reported that the State of New Mexico Legislation was trying to implement a new tax collecting procedure. Ms. Kelley will research to find out the current status to see if it has passed. Member DeMarino pointed out there might be an Anti-Donation conflict with the new procedure.

**Chairman Foerstner** – Would like to see the City implement an online payment option to pay for a city new or renewal business license and a Credit Card option at the Waste facility.

**Member DeMarino** – Would like to get with MainStreet to collaborate on the rollout of the new City branding. Bruce Swingle, City Manager mentioned to the board he and the City Commissioners would like to see the new logo.

## **7. REPORTS FROM STAFF:**

There were no reports from the staff.

## **8. ADJOURNMENT:**

There being no further business to come before the Lodgers Tax Advisory Board, Chairman Foerstner made a motion to adjourn the meeting. Meeting was adjourned.

**PASSED AND APPROVED ON THIS 7<sup>th</sup> DAY OF MARCH 2022.**

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**Jake Foerstner, Chairman**  
Lodgers Tax Advisory Board

# Allocation to Lodger's Tax Board

3/4/2022

Based on Resolution 13 21/22 Adopted on 7-28-21

	Allocation Year	2021-22
	Based on PY Actual Revenue	2020-21
Revenues Received in Prior Year:		
Promotion Advertising		\$ 150,066.00
Non Promoton		\$ 100,044.00
Prior Year (Actual) Total Gross Revenue		\$ 250,110.00
Less: Administrative Fee	10%	\$ (25,011.00)
		\$ 225,099.00
Less: Public Arts Board After 10% Fee	1%	\$ (2,250.99)
Prior Year's Net Revenue		\$ 222,848.01
Lodger's Tax Board After 10% and 1%	60% of PY Net Revenue	\$ 133,708.81
<b>Lodger's Tax Portion (60%)</b>		<b>\$ 133,708.81</b>
<b>Annual Request Approved</b>	<b>PO Number</b>	<b>Amount</b>
Geronimo Springs Museum (Via Budget)	74449	\$ (7,500.00)
Geronimo Trail Scenic Byway, Inc. (Via Budget)	74450	\$ (5,000.00)
MainStreet Truth or Consequences (Via Budget)	74454	\$ (45,000.00) PO is only for \$22,500
Sierra County Arts Council	75492	\$ (1,150.00) Open PO for Lodgers Tax Ad & Promo Contra
Chamber of Commerce	75155	\$ (38,099.92) Open PO for Lodgers Tax Ad & Promo Contra
Veterans Memorial Trust Board	74849	\$ (3,475.44) Open PO for Lodgers Tax Ad & Promo Contra
<b>Amount Remaining to Allocate Out Per Board</b>		<b>\$ 33,483.45</b>

**Last Update: 03/03/22**

Chamber of Commerce App 1 & 2  
Veteran's Memorial App 1  
Main Street  
Geronimo Trail Scenic Byway App 1  
Sierra Co. Arts Council App 1

TOTAL

# CITY OF TRUTH OR CONSEQUENCES

## 2021/2022 SUBRECIPIENT GRANT AWARDS

DEADLINE: 03/05/21 APPLICATIONS REQUIRE CURRENT PROOF OF NONPROFIT STATUS WITH IRS & SOS.

NAME OF ORGANIZATION	FY 2018/19	FY 2018/19	FY 19/20	FY 2019/20	FY 2020/21	FY 2020/21	FY 2021/22
GENERAL FUND (GL #101-1000-60725)	REQUESTED	APPROVED	REQUESTED	APPROVED	REQUESTED	APPROVED	APPROVED
Companion Animal Action Team (CAAT)	\$1,500.00	\$1,500.00	\$3,000.00	\$2,500.00	\$2,500.00	\$2,500.00	\$1,500.00
Domestic Abuse Intervention Center (DAIC)	\$2,500.00	\$2,500.00	\$5,000.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
Matthew 25 Food Pantry	\$7,200.00	\$7,200.00	\$8,000.00	\$7,200.00	\$7,860.00	\$7,860.00	\$5,000.00
Sierra Joint Office on Aging (SJOA) *	\$46,814.00	\$46,814.00	\$47,000.00	\$46,814.00	\$50,000.00	\$50,000.00	\$47,000.00
The Club of Sierra County	\$10,000.00	\$10,000.00	\$20,000.00	\$10,000.00	\$20,000.00	\$20,000.00	\$10,000.00
TOTALS	\$76,514.00	\$69,014.00	\$83,000.00	\$69,014.00	\$82,860.00	\$82,860.00	\$66,000.00

\* SJOA receives \$6,000-\$7,000 in paid utilities annually.

Budget Balance  
101-1000-60725 -\$69,014.00

ADDITIONAL FUNDING REQUESTS							
LODGERS TAX FUND / O&M							
Friends of Elephant Butte State Park	\$2,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00
Geronimo Springs Museum	\$4,600.00	\$4,600.00	\$5,000.00	\$4,600.00	\$5,000.00	\$5,000.00	\$7,500.00
Geronimo Trail Scenic Byway, Inc.	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
MainStreet Truth or Consequences	\$35,000.00	\$35,000.00	\$35,000.00	\$35,000.00	\$45,000.00	\$45,000.00	\$45,000.00
LODGERS TAX TOTALS	\$46,600.00	\$45,600.00	\$46,000.00	\$45,600.00	\$56,000.00	\$55,000.00	\$57,500.00
GRAND TOTALS	\$123,114.00	\$114,614.00	\$129,000.00	\$114,614.00	\$138,860.00	\$137,860.00	\$123,500.00



## **CITY OF TRUTH OR CONSEQUENCES**

### **RESOLUTION NO. 13 21/22**

#### **A RESOLUTION OF THE CITY OF TRUTH OR CONSEQUENCES CITY COMMISSION SETTING A METHOD BY WHICH LODGERS TAX IS ALLOCATED ON A YEARLY BASIS**

**WHEREAS**, the City of Truth or Consequences collects a large amount of Lodgers Tax from local hotels, RV parks, spas and motels, and;

**WHEREAS**, this Lodgers Tax is used extensively to promote the use of the local hotels and motels with the expressed intent to increase the Lodgers Tax revenue because it is recognized that the more visitors the City receives the more they benefit the community as a whole, and;

**WHEREAS**, the Tourism Industry is an important aspect of the City's economy, just as important as Ranching, Agriculture, Industrial, Service and Retail, and;

**WHEREAS**, the City in the past has used the Lodgers Tax for the Golf Course, Civic Center and the non-profit organizations to promote tourism activity on a county-wide scale, and;

**WHEREAS**, it is the City's desire to use some of the Lodgers Tax to solely promote the City of Truth or Consequences, and;

**WHEREAS**, the City desires to allocate funds for Public Art.

**THEREFORE, BE IT RESOLVED** by the City Commission of the City of Truth or Consequences as follows:

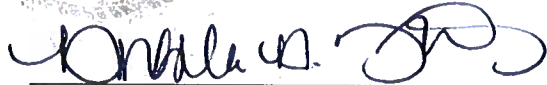
1. The available funds shall be allocated as follows based on actual revenues received in the prior fiscal year:
  - A. 10% Administrative Fee
  - B. 1% for Public Arts
  - C. The remaining balance shall be allocated as follows:
    - i. 60% of the remaining 89% shall go to local non-profit organizations who promote tourism activities on a county-wide scale. The Lodgers Tax Board shall make appropriate recommendations pursuant to the City Ordinance 2-363.



- ii. 40% of the remaining 89% shall go towards appropriate City facilities such as the Municipal Golf Course, Civic Center and to promote tourism.
2. Public Arts and Lodgers Tax Board allocated portions not expensed in the fiscal year, the revenue may be carried over for up to two (2) additional fiscal years.
3. This Resolution repeals Resolution 29-12/13 and all other Resolutions that purported to set forth a method for allocating Lodgers Tax.

**PASSED, APPROVED AND ADOPTED** this 28<sup>th</sup> day of July, 2021.



  
Angela A. Torres, City Clerk

  
Sandra Whitehead, Mayor

SPARKNERDS, LLC

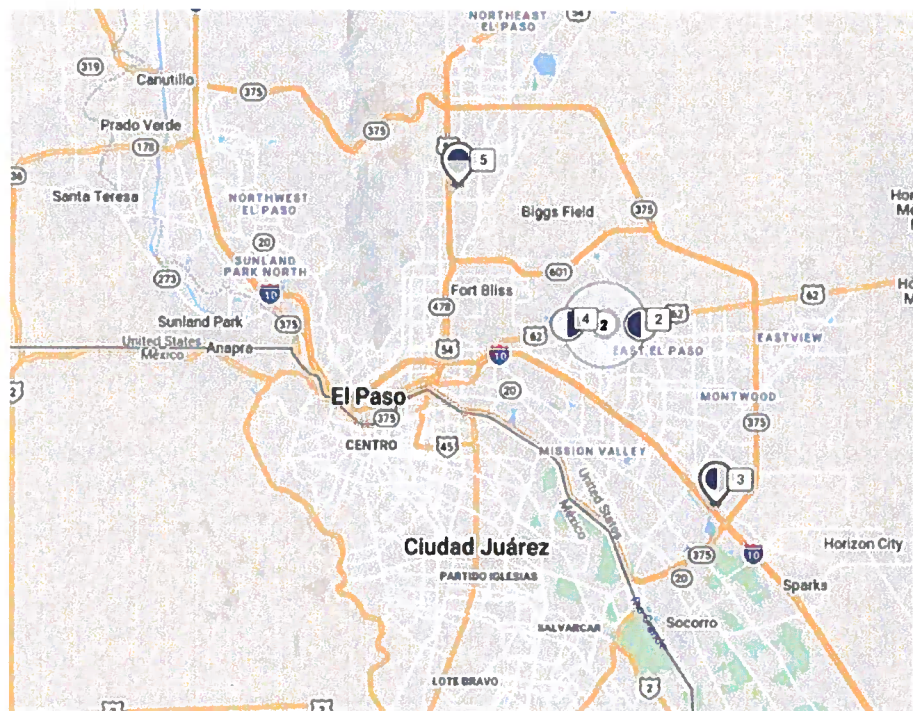


**TRUTH OR** NEW MEXICO  
**CONSEQUENCES**

VISIT T OR C PROJECT

## Billboard Locations

- #2: MONTANA ROAD E/O MCCRAE N/S
- #3: I-10 .25 MILES W/O AMERICAS AVENUE N/S
- #5: DYER STREET W/O HERCULES E/S



## Location #2

**MONTANA ROAD E/O MCCRAE N/S**

### **Advertising Strengths:**

Major surface street bulletin located in North El Paso in close proximity to El Paso Airport as well as multiple secondary Ft Bliss Army Base Gates. Artery connects Downtown/Hwy 54/ Center City area with growing residential areas in East El Paso located off of new traffic loop around city.

### **WEEKLY IMPRESSIONS:**

**203,487\***



### **Location #3:**

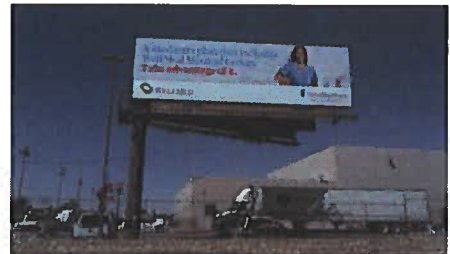
**I-10 .25 MILES W/O AMERICAS AVENUE N/S**

#### **Advertising Strengths:**

I-10 Bulletin on East Side of El Paso in heavy traffic area. Unit located in an area catching traffic heading towards Center City El Paso from multiple residential areas in East El Paso. Panel located between new traffic loop around city (access to residential areas) and Center City.

#### **WEEKLY IMPRESSIONS:**

**189,200\***



## **Location #5:**

**DYER STREET N/O HERCULES E/S**

### **Advertising Strengths:**

Surface street bulletin located in NE El Paso in close proximity to traffic loop around El Paso and Ft Bliss Army Base. Location catches traffic to and from residential areas in NE El Paso which are heavily populated with military families.

### **WEEKLY IMPRESSIONS:**

**93,860\***





PLAY, SOAP

TRUTH OR CONSEQUENCES

NORTH 120 MILES

66076

25

LAMAR

TEXT INFO TO 90397

DO NOT TEXT AND DRIVE

**PLAY, SOAK, REPEAT**



**TRUTH OR  
CONSEQUENCES**  
NEW MEXICO



**NORTH 120 MILES**



**TEXT INFO TO 90397**

DO NOT TEXT AND DRIVE

60025

LAMAR







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## 2021-2022 LODGERS' TAX GRANT APPLICATION

### PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	<b>Main Street Truth or Consequences</b>
Project/Event Name	<b>Hot Springs District Mural</b>
Event Date(s) and Location (if applicable)	Spring 2022
Event Organizer & Title within Organization (if applicable)	Moshe Koenick
Phone Number of Organizer	
Email of Organizer	
Organization Address	
Organization's Contact Person (If different than event organizer)	Kari Fresquez
Contact Phone and Email for Organization's Contact Person	575-322-2905 Kari_fresquez@hotmail.com

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

<b>Amount Requested:</b> <b>(Must match application page 4)</b>	<b>\$4,000</b>
Anticipated Attendance (not including volunteers/staff):	10,000+ per year

### PART 3: CRITERIA

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

No

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

New

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

Mural Design \$1,200

Approx 12' h x 36" w mural materials and labor \$2,800

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

All Visitors to the downtown District of Truth or Consequences. Mural is to inform visitors that they are in the historic Hot Springs district while show casing images of hot springs spas and other attractions. Mural will inform visitors that we have hot springs and get them to research further but will also be an attraction itself and will be photographed and shared via social media due to it's design, size and subject matter

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

N/A

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

N/A

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:

Unique trackable URL in mural pointing to <https://sierracountynewmexico.info/attractions/truth-or-consequences-hot-springs/>

6. How many Facebook followers do you have for this event page or organization page (for a project)? \_\_\_\_\_ 4.5k \_\_\_\_\_ Instagram followers? \_\_\_\_\_ 459 \_\_\_\_\_

8. If you are asking for funding for an existing website, be sure to attached analytics from previous year.

## PART 4: PLAN FOR GRANT AMOUNT REQUESTED

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
M Graphics	Design	1,200
Altitude Murals	Materials and Labor	2,800

<b>TOTAL AMOUNT REQUESTED:</b> Must match page 1.	4000	
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### PART 5: FINANCIAL DISCLOSURE CHECKLIST

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

☐ IRS and Secretary of State proof of Good Standing

--Previously submitted

### PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion, except when the events or projects occur between April 1<sup>st</sup> and May 15<sup>th</sup>, such evaluations must be submitted by the last day of May.

Print your name and title: Kari Fresquez, President – MainStreet Truth or Consequences



Date: 3/2/2022



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## 2021-2022 LODGERS' TAX GRANT APPLICATION

### PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Geronimo Trail Scenic Byway
Project/Event Name	Replacement of sign
Event Date(s) and Location (if applicable)	As soon as can be arranged
Event Organizer & Title within Organization (if applicable)	LaRena Miller
Phone Number of Organizer	575-894-2255
Email of Organizer	larenam@windstream.net
Organization Address	301 S Foch Street P O Box 1072 Truth or Consequences, NM 87901
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	Same as above

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

Amount Requested: (Must match application page 4)	\$700.00
Anticipated Attendance (not including volunteers/staff):	N/A

### PART 3: CRITERIA

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

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

**2 prior installations**

1. Define/Describe the overall project/event (what is happening at the event?): ***\_The sign at the triangle park at the corner of Date and Main was put up by Geronimo Trail Scenic Byway with a Federal Highway Administration grant several years ago. It was damaged when a car struck it, and repaired and replaced by the City. It was struck again and completely damaged later and has not been replaced. It said "Entering Hot Springs Historic District" and was the same as the one still located in the park next to the Charles Motel. Geronimo Trail was told we would have to pay for another sign for that location. I am asking for fund to have the a replacement sign made and installed***

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

***Everyone who drives down Date Street and onto Main Street***

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

***Placed locally for people to see when they come to town***

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

***N/A***

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:

***N/A***

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

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate will be ad revenue will be generated? ***\_NO***

8. If you are asking for funding for an existing website, be sure to attached analytics from previous year.

#### PART 4: PLAN FOR GRANT AMOUNT REQUESTED

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

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
<i>Desert Graphics, Don Hearn</i>	<i>Sign Fabrication</i>	<i>\$ 700.00</i>
<b>TOTAL AMOUNT REQUESTED: Must match page 1.</b>		<b>\$ 700.00</b>



## PART 5: FINANCIAL DISCLOSURE CHECKLIST

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

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

## PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion, except when the events or projects occur between April 1<sup>st</sup> and May 15<sup>th</sup>, such evaluations must be submitted by the last day of May.

Print your name and title: LaRena Miller, executive director

Signature: LaRena Miller

Date: 3-2-2022



HELP ⓘ

MENU ≡

[Home](#) > [Charities and Non-Profits](#) > [Search for Charities](#) > Tax Exempt Organization Search

# Results for Tax Exempt Organization Search

## Select Database ⓘ

Search All



## Search By ⓘ

Employer Identification Number (EIN)



## Search Term ⓘ

850460964

## City

Truth or Consequences

## State

All States



## Country

United States



Search

Reset

[Search Tips](#)

Showing 1-1 results of 1

**Sort by:**

Name A-Z



**Geronimo Trail Scenic Byway**

EIN: 85-0460964 | Truth Or Consequences, NM, United States

**Form 990-N**

Items per page: 25 ▼

[Return to Top](#)**Additional information**

- [Frequently asked questions - Exempt Organizations Select Check](#)
- [Revocations of 501\(c\)\(3\) Determinations](#)
- [Suspensions Pursuant to Code Section 501\(p\)](#)
- [Exempt Organizations Business Master File Extract \(EO BMF\)](#): a list of organizations recognized as exempt by the IRS
- [Tax Exempt Organization Search: Bulk Data Downloads](#)

Page Last Reviewed or Updated: 20-November-2020

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Our Agency	Know Your Rights	Resolve an Issue	Other Languages	Related Sites
About IRS	Taxpayer Bill of Rights	Respond to a Notice	Español	U.S. Treasury
Work at IRS	Taxpayer Advocate Service	Independent Office of Appeals	中文 (简体)	Treasury Inspector General for Tax Administration
Help		Identity Theft Protection	中文 (繁體)	
Contact Your Local Office	Civil Rights		한국어	USA.gov
Tax Stats, Facts & Figures	Freedom of Information Act	Report Phishing	Русский	
	No Fear Act	Tax Fraud & Abuse	Tiếng Việt	
			Kreyòl ayisyen	
			English	



[HOME](#)

## Business Search

### Corporations/LLC Search Results

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



RECEIVED  
MAY 10 4 4 2022**2021-2022 LODGERS' TAX GRANT APPLICATION****PART I: PROJECT INFORMATION**

Complete one application for each project or event.

Organization Name	<b>A.C.T. Corp (Acknowledge, Create, Teach Corp)</b> local non-profit, in good standing, representing <b>Fiesta 2022</b>
Project/Event Name	Fiesta weekend 2022
Event Date(s) and Location (if applicable)	May 6/7/8 downtown TorC
Event Organizer & Title within Organization (if applicable)	Nick Williams-Fiesta Chair and Ingo Hoepfner-Vice Chair
Phone Number of Organizer	1718942070- Nick Williams 15755518186- Ingo Hoepfner
Email of Organizer	<a href="mailto:theanteaters@rocketmail.com">theanteaters@rocketmail.com</a> <a href="mailto:ingo87901@gmail.com">ingo87901@gmail.com</a>
Organization Address	TorC Chamber of Commerce 207 South Foch
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	

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

<b>Amount Requested:</b> (Must match application page 4)	<b>\$16,995.00</b>
Anticipated Attendance (not including volunteers/staff):	2,000+

### PART 3: CRITERIA

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

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

72 years of celebration, but this is the 71st annual event due to Covid.

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

Annual TorC Fiesta, Parade, vendors, tournaments, events, live music, fundraisers, educational booths, dances, shenanigans.

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

Everyone! Youth, adults, seniors, veterans, performers, audiences, In the southwest, etc.

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

Specifically larger communities, Albq, El Paso, Las Cruces, Santa Fe, Phoenix, and Tempe, Az.

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

We plan on advertising in several newspapers statewide as we have in years past ~50% basically newspapers, and tourism related information destinations.

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

We anticipate being able to prove our success by increased hotel stays, attendance, and first time attendees, as well as data from parade entries, vendor lists, and tournament participants which will indicate how many people attended and where they were from for the Fiesta Sponsored events. Geronimo Trails Scenic Byways and Visitor Center along with the Geronimo Springs Museum will allow us to log and track our attendees.

6. How many Facebook followers do you have for this event page or organization page (for a project)? 2700 Instagram followers? 30 (Both from combined social media pages)

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate ad revenue will be generated?

We have approximately \$4,500 worth of stage/banner advertising space that we plan on selling.

8. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.

We are waiting on an estimate from Ruanna Waldrom who currently hosts our annual website.

#### 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 the City Commission.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
Advertising	Banners/Flyers/Forms/Printing/Shirts	\$1,800.00
Advertising	Graphic Design	\$1,500.00
Advertising	Website Upkeep (Ruanna Waldrom)	\$1,000.00
Advertising	Social Media(FB/Instagram/Ads)	\$900.00
Advertising	Local Sentinel	\$2500.00
Advertising	101 Gold Bravo Communications	\$3,000.00
Advertising	Fort Bliss Newspaper	\$540.00



Advertising	El Paso Scene	\$410.00
Advertising	Silver City Daily Press	\$600.00
Advertising	Socorro Chieftain	\$740.00
Advertising	The Ink	\$375.00
Sanitation	Port-a-potties/Hand washing Stations (Talon Septic Quote)	\$1,500.00
Security	Fiesta Fundraiser Cash Party	\$420.00
Security	Fiesta Weekend Beer Garden/Patrol Security	\$960.00
Advertising	Norstar Flags	\$750.00
<b>TOTAL AMOUNT REQUESTED:</b> <b>Must match page 1.</b>		<b>\$16,995.00</b>

#### PART 5: FINANCIAL DISCLOSURE CHECKLIST

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

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

#### PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion, except when the events or projects occur between April 1<sup>st</sup> and May 15<sup>th</sup>, such evaluations must be submitted by the last day of May.

Print your name and title: Alvin Williams (President), Ingo Hoepfner

Signature:  

Date: 03.04.2022

RECEIVED MAR 04 2022



**SIERRA COUNTY ARTS COUNCIL**

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

March 4<sup>th</sup>, 2022

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:

Thank you in advance for the opportunity to apply for  
Lodgers Tax funds for Sierra County Arts Council.

The council applied for and was funded in November for  
Website development and brochures reprint. The funding  
approved was for ½ of the years estimate for Webwork.  
The Lodgers Tax board advised at that time to reapply for  
the second half of the years estimate. With that being said  
this current application is for the remaining ½ and for  
Domain name registration for the year.

Thank you again for the opportunity to request funding.

Cary "Jagger" Gustin, SCAC Board President



## 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	Website continued Development Domain Name Registration fee
Event Date(s) and Location (if applicable)	N/A
Event Organizer & Title within Organization (if applicable)	
Phone Number of Organizer	
Email of Organizer	
Organization Address	Sierra County Arts Council P.O. Box 1424 TARE, NH 87401
Organization's Contact Person (If different than event organizer)	CARY "TAAGER" GUSTIN
Contact Phone and Email for Organization's Contact Person	575-312-2050 TAILORMAN53@YAHOO.COM

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

Amount Requested: (Must match application page 4)	<del>\$</del> 539 <sup>44</sup> / <sub>xx</sub>
Anticipated Attendance (not including volunteers/staff):	N/A

### PART 3: CRITERIA

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

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

SCAC Applied and was funded 1/2 the estimate for 1 year's website development with Lodges Tax Board instruction to Apply for 2nd Half

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

continued website Development and upgrades with new local musical talent, Artist studio tours

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

THE ARTS COUNCIL WEBMASTER edits and uploads Artist studio and live musical performance videos to SCAC'S YOUTUBE CHANNEL

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

N/A

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

N/A

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)? 458 likes Instagram followers? SCAC HAS A NEWLY BUILT

Instagram Acc't with no stats  
Available currently

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 printout.

SCAC HAS 53 followers to date  
an Instagram SCAC is following  
111 Instagram users.

#### 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
Ready web Service	1/2 estimate for A YEARS website	
	Maintenance / Development	\$521 $\frac{45}{XV}$
Blue Host	Domain Name Registration 1yr	\$17 $\frac{99}{XX}$
<b>TOTAL AMOUNT REQUESTED:</b> Must match page 1.		\$539 $\frac{44}{XX}$

#### 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, President SCAC Board of Directors

Signature: 

Date: MARCH 4, 2022



ReadyWebService

Ruanna Waldrum  
575 740 8480

405 Juniper  
Truth or Consequences, New Mexico  
87901  
United States

Billed To  
Cary Jagger Gustin  
Sierra County Arts Council  
P.O. Box 1924  
Truth or Consequences, New Mexico  
87901  
United States

Date of Issue  
03/01/2022  
  
Due Date  
04/15/2022

Invoice Number  
0001131

Amount Due (USD)  
**\$521.45**

Description	Rate	Qty	Line Total
continued development Feb 23, 2022 Gregory Montreuil Art Talk - edited clips together, added intro and outro, uploaded new video to Youtube, embedded on website in Art Talks section	\$60.00 +8.5%	1.56	\$93.60
continued development - improved the Arts Council Party event to include location, description, a photo, and a link to the membership form; added "paid for by T or C Lodgers Tax" under the new T or C logo per Rebecca	\$60.00 +8.5%	0.45	\$27.00
continued development - forthcoming Art Talks videos creation and upload; event additions and other revisions through 2022	\$60.00 +8.5%	6	\$360.00
	Subtotal		480.60
	8.5% (8.5%) #03090621000		40.85
	Total		521.45
	Amount Paid		0.00
	Amount Due (USD)		\$521.45



[Home](#)
[About](#)
[Artists Directory](#)
[Calendar & Events](#)
[Members](#)
[Support Us](#)

## 2022 Membership Party

Join SCAC for a night of celebration & support for contemporary artists & art in general. Includes a 3-course dinner, live music, and a special presentation by artist Terrence Williams.

**Current Memberships:**

- Student: \$10
- Family: \$25
- Individual: \$15
- Family: \$30
- Corporate: \$100
- Life: \$1,000

For more information, please contact: 202-832-1234 or the Membership Party at: 202-832-1234

**LOCATION**

Grand Gallery

**CATEGORIES**

Art

**Share this event**

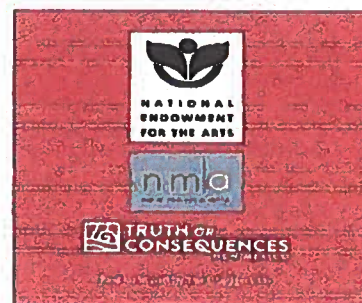
Facebook Twitter LinkedIn Email Print

**16** 23 37 56

16 23 37 56

**Leave a comment**

Comment



## "Art Talks" Lectures



# BlueHost

Account Login

## Just Letting You Know

Please note that your product(s) will auto-renew  
as outlined below:

**Billed to:**

Sierra County Arts Council

P.O. Box 1924 Truth Or  
Consequences, NM 87901

**Paying With:**

card

**Product Description**

**Exp.**

**Qty**

**Price**

[sierracountyarts.org](http://sierracountyarts.org)

Domain Name Registration: from  
2022-02-20 to 2023-02-20

20 Feb  
2022

\$17.99/yr    \$17.99

subtotal    **\$17.99**

tax:    \$0.00

total:    **\$17.99**

Your Bluehost order has been confirmed.

[Account Login](#)

## Payment Confirmation

Thank you again for choosing Bluehost. Our best-in-class solutions are designed to meet all of your online needs. Your payment has been confirmed and you're all set to go. Log in to your account [here](#).

### Billing Information

Sierra County Arts Council

P.O. Box 1924

Truth Or Consequences, NM  
87901

US: \*\*\*\*\*041

### Payment Details

Payment Method: VISA 3081

Status: Authorized

Transaction Type: VISA ending in Date: 05 February 2022  
3081

### Receipt Details

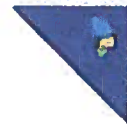
Invoice Number:  
66066841

Description	Domain	Term	Expiration	Price
Domain Name Registration	<a href="http://sierracountyarts.org">sierracountyarts.org</a>	1 year	20 February 2023	\$17.99

Subtotal: \$17.99

Total: \$17.99

This will be billed as "[sierracountyarts.org](http://sierracountyarts.org)" on your credit card statement.



# Weekly Analytics Report

<http://www.sierracountyarts.org>

21 Feb - 27 Feb 2022

## Average Daily Traffic

Page Views

**9.6** ▼

Prev Week

**14.1**

Unique Visits

**4.9** ▲

Prev Week

**3.1**

First Time Visits

**2.9** ▲

Prev Week

**2.7**

Returning Visits

**2** ▲

Prev Week

**0.4**

## Daily Traffic Breakdown

	Page Views	Unique Visits	First Time Visits	Returning Visits
Mon	11	8	6	2
Tue	15	9	7	2
Wed	20	7	4	6
Thu	15	6	4	2
Fri	2	2	0	2
Sat	1	1	1	0
Sun	3	1	1	0
<b>Total</b>	<b>67</b>	<b>34</b>	<b>20</b>	<b>14</b>
Avg	10	5	3	2



## City, State - Proposal

### Short-Term Rental Detection & Compliance Monitoring

- The LODGINGRevs system will discover all available City short-term rental ad listings posted on 30+ RELEVANT sites.
- LODGINGRevs will maintain a City ad listing and property database in our system of all relevant ad and property data that is discovered.
- All aspects of the system and the databases are accessible online by City staff with unlimited licenses.
- The system and our expert review team will analyze all City ad listings, which are not in City's existing database, connect the ad listings to property record data, and determine compliance & permit status.

### Tax Collection

- Custom tax forms with auto calculation fields and penalty & interest.
- All reporting, registration, and tax collection data can be exported anytime in excel CSV formatting.
- Marketplace Booking Reporting.
- Tax Remittance Audit Tool to leverage captured booking data in comparison to tax data.

### Registration & Licensing

- Online property owner/manager task portal for new and renewal licensing.
- Permitting process online forms and uploads with user prompts.
- Automated reminder notifications and easily customizable notification templates.
- Custom application approval workflows and interdepartmental collaboration.
- All reporting and permit data can be exported anytime in excel CSV formatting.

### Dedicated Hotline

- Support team phone hotline and online bilingual complaint reporting form.
- US-based 24/7 bilingual complaint hotline.
- Code Compliance centralized online complaint database with dashboard.

### Additional Included Services

#### Notifications

- Simple integrated notification system with complete data integration via "smart fields."

#### Data Reporting

- Extensive reporting and filtering functionality to provide City users with readily available short-term rental owner/manager contact data and compliance status. ALL data belongs to City.

Services Provided	
Short-Term Rental Identification, Monitoring, and Compliance	\$11,521.00
Permitting & Licensing	\$8,084.00
Tax Collection *Includes 1 Tax Form	\$8,084.00
24/7 Hotline	\$4,944.00

**STR Max - Annual Cost** **\$32,631.00**

This pricing is locked in for 30 days (November 14th, 2021). Pricing based on a three year contract.

All standard Terms of Use can be found at <https://kofile.com/govos/engagement/short-term-rentals/terms-of-use> and are hereby incorporated into this order.