

CITY OF TRUTH OR CONSEQUENCES

LODGERS TAX ADVISORY BOARD

AGENDA

TUESDAY, MARCH 30, 2021

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Tuesday, March 30, 2021 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd Street, Truth or Consequences, NM 87901.

Call to Order

Roll Call:

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

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES:

a. Regular Minutes from January 26. 2021.

3. COMMENTS FROM THE PUBLIC

4. RESPONSE TO COMMENTS FROM THE PUBLIC

5. OLD BUSINESS:

a. Discussion/Action: Application Review & Allocation Recommendation's for
FY 2020/2021.

- i. Chamber of Commerce
- ii. Veterans Memorial Park & Museum
- iii. Sierra Arts Council – funding for brochure's

b. Discussion/Action: Lodgers Tax Application Change's

6. NEW BUSINESS:

a. Discussion/Update: FY 21/22 Application Process.

- i. Application Guideline's
- ii. Eligibility Requirement's
- iii. Application Deadline
- iv. LTAB Allocation Meeting Date
- v. City Commission Approval of Allocation Date

b. Discussion/Action: Recommendations to the LTAB for proposed changes to the "Lodgers Tax Funding Guideline's Approved by City Commission 3/31/2019".

- i. LTFG Page 27
 - a. Proposed change to page 5 of the LTFG.
 - b. Proposed change to page 6 of the LTFG.
 - c. Proposed change to page 7 of the LTFG.
- ii. LTFG Page 28
 - a. Proposed change to page 13 of the LTFG.
 - b. Proposed change to page 20 of the LTFG.
 - c. Proposed change to page 22 of the LTFG.
- iii. LTFG Page 29
 - a. ...continued; Proposed change to page 22 of the LTFG.

7. COMMENTS FROM THE BOARD

8. COMMENTS FROM STAFF

9. ADJOURNMENT

**Lodgers Tax Advisory Board Meeting
Tue, Mar 30, 2021 12:00 PM**

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2. APPROVAL OF MINUTES:

- a. Regular Minutes from January 26, 2021**

CITY OF TRUTH OR CONSEQUENCES

LODGER'S TAX ADVISORY BOARD

MINUTES

TUESDAY, JANUARY 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, January 26, 2021 at 5:30 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

Jake Foerstner, Chairman
Linda De Marion, Member
Teresa King, Member
Gina Kelley, Member

ALSO PRESENT:

Kristin Saavedra, Chief Procurement Officer/Administrative Assistant
Dawn C. Barclay, Deputy City Clerk

1. APPROVAL OF AGENDA:

Member Kelley made a motion to approve the agenda.
Member King seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

a. Regular Minutes, July 28, 2020

Member King moved to approve the minutes from July 28, 2020.
Member Kelley seconded the motion. Motion carried unanimously.

b. Regular Minutes, September 29, 2020

Member Kelley moved to approve the minutes from September 29, 2020.

Member King seconded the motion. Motion carried unanimously.

3. COMMENTS FROM THE PUBLIC:

There were no comments from the public.

4. RESPONSE TO COMMENTS FROM THE PUBLIC:

There were no response to comments from the public.

5. OLD BUSINESS:

a. Discussion/Action: Application Review & Allocation Recommendation for FY 2020/2021.

i. Chamber of Commerce

Theresa King represented the Chamber of Commerce. She advised the board she was not ready to move forward with her request at this time.

Member Kelly moved to table request from the Chamber of Commerce. Member DeMarino seconded the motion. Motion carried unanimously.

ii. Geronimo Springs Museum.

Marilyn Pope stated she was working on a proposed event advertising budget for the upcoming year. She inquired about her submittal reimbursement for the guide book ad. Ms. Pope is ready to apply for funding for the activity books at a cost of \$700.00. She advised the board she is currently working on some projects with projected costs. One of her projects is interviewing applicants to manage the Facebook page. Member DeMarino liked the idea of getting ready to reopen but expressed concerns that the Museum may not be able to reopen until summer, which will cross over to a new physical year. Member Kelley asked about the program schedule and if any delays were going to be incurred? She also asked Ms. Pope if she have any concerns about her scheduled speaker's returning. Ms. Pope was confident all programs will have dedicated speakers. Member DeMarino asked about the disbursement of the activity books? Ms. Pope replied they will be disbursed to the surrounding schools with the bulk going out of town. Member Foerstner asked about a time line for the Rock and Gem, Arrowhead and El Camino Real display? Ms. Pope said the Rock and Gem and Arrowhead displays are completed, a NMSU intern will be assisting with the Camino Real acquisition research work, but not sure if it will be ready for display by time of reopening. Member DeMarino suggested waiting on the printing until an opening date has been established,

while still exploring Facebook and Instagram as a way to advertise. Kristin Saavedra, CPO shared a kindly reminder to Ms. Pope, that if any requests were going to be submitted, it must be submitted as a "Reimbursement Request".

Member DeMarino made a motion to approve \$1,350.00 total; \$500.00 for social media, content development and advertising. \$500.00 for graphic design for development events, \$350.00 for the children's activity book. Member Kelley seconded the motion. Motion carried unanimously.

iii. Veterans Memorial Park & Museum.

Kristin Saavedra, CPO confirmed two application were submitted, they were tabled from the last July's meeting. Application was then resubmitted this time at a lower amount for the requested pamphlets and billboard sign. Chairman Foerstner made reference he would like to have a representative from each organization who is requesting a reimbursement, attend the board meetings, so they are available to answer any questions. In regards to the billboard advertisement, board was unclear if the billboard sign has been updated at this time. No current picture was submitted at this meeting. Kristin Saavedra, CPO offered to research billboard status by offering to speak with Maggie Allen or Wendy Barnes letting them know this issue had to be tabled again, also requesting their attendance at the next meeting to answer any questions from the board. On the new application there is a concern with the estimated expense not equaling what is required to spend inside and/or outside the County. On the old application there are some request that were ineligible. Board advised to do away with the word "New Granit" on the current ad design. Need to address the 25% of award being asked.

Member Kelley made a motion to table this submitted request from the Veterans Memorial Museum. Member King seconded the motion. Motion carried unanimously.

b. Review/Update: Lodger's Tax 1st Quarter Reporting

Chairman Foerstner asked for clarification on black ink vs red ink on the report. Kristin Saavedra, CPO responded; the black ink is referencing the quarterly reports that have been received on time, the red ink is referring to the reports that were not submitted on time.

c. Discussion/Action: Lodger's Tax Application Changes

Kristin Saavedra, CPO made reference from the last meeting that Mr. Madrid had suggested implementing a point's process and/or a RFP for the application process. She explained the RFP (Request for Proposal) cannot be used as a request for funding. Ms. DeMarino suggested to have more details on specific questions (Examples; Project 1, 2 etc..., Return on Income) for the application process. Kristin Saavedra, CPO made a suggestion; she could put together a

PowerPoint presentation with samples of suggestions she received from the board before the next meeting along with printed hard copies. She also reminded Chairman Foerstner about a suggestion that was made at a prior meeting making reference to having a digital submittal option for the application process.

d. Discussion/Action: Application Process

Member Kelley made a motion table item number 5. c. Discussion/Action: Lodgers Tax Application Changes & 5. d. Discussion/Action: Application Process. Member DeMarino seconded the motion. Motion carried unanimously.

6. NEW BUSINESS:

a. Discussion/Action: Selection of Vice-Chairman

Member DeMarino made a motion to nominate Gina Kelley as Vice-Chairman. Member King seconded the motion. Motion carried unanimously.

b. Discussion/Action: Lodger's Tax Allocation Recommendation

i. Geronimo Springs Museum

This item was discussed earlier in the New Business section (5. a. ii.)

ii. Sierra County Arts Council

Member DeMarino inquired about the number of out-of-town memberships solicited? There was not a representative from the Sierra County Arts Council present to answer any questions. Member DeMarino also had some concerns regarding the gallery brochure. She suggested to wait and see how many business pull through the pandemic before printing the brochures. The board discussed and approved a partial funding disbursement.

Member Kelly asked to table the funding for the brochures for the SCAC Membership, Gallery and the Mural brochure's until a representative can attend to answer questions. She continued with the motion to approve \$131.88 for 2021 website hosting and \$17.99 for the 2021-22 domain name registration. Member King seconded the motion. Motion carried unanimously.

c. Discussion/Update: Lodger's Tax 2nd Quarter Reporting

Board reviewed the report and noted that no report was received from the Veteran's Museum. The board requested a representative attend next meeting to answer questions regarding any funding request. Chairman Foerstner requested updated guidelines for the reporting process.

d. Discussion/Update: Collected Tax Reports for Comparison due to COVID Impact

i. Lodger's Tax Report for 2019 & 2020

Member Foerstner made reference to the income gap between 2019 & 2020. He also recommended samples of some possible reports for the board to review at each meeting (examples; showing comparisons from month to month, remaining balances available for allocation, what is carried over from last month, what's been awarded). Deputy Clerk Barclay noted she was in receipt of the email submitted by Chairman Foerstner dated January 20, 2021, requesting said such samples. She assured the board the report requests will be addressed and if generated, will be made available at the next meeting. Last noted, the board was concerned about being over committed with expenditures when revenues are down. They would like to find a way to be advised and asses avoiding any possible issues.

Reviewed by board: 2019 - \$330,090.54
2020 - \$191,017.04
\$139,073.50 difference; down by 42.13% from 2019

ii. Convention Tax Report for 2019 & 2020

Reviewed by board: 2019 - \$65,766.54
2020 - \$42,352.98
\$23,413.56 difference; down by 35.6% from 2019

e. Discussion/Action: Set Time, Place & Date Next Meeting

Member King made a motion to approve next meeting set for March 30, 2021 at Noon. Member DeMarino second the motion. Motion carried unanimously.

7. COMMENTS FROM THE BOARD

Member DeMarino made a suggestion, the board look more into the future of tourism for the City and how the funds can be properly directed. Chairman Foerstner suggested when

another online marketing class becomes available, the application process reflects attending the class. All the board members also made reference to Hans Townsend, who was deeply rooted in the community and cared tremendously about the tourism for TorC.

8. COMMENTS FROM STAFF:

There were no additional comments from staff.

9. ADJOURNMENT:

There being no further business to come before the Lodger's Tax Advisory Board, Member DeMarino made a motion to adjourn meeting. Member Kelly second the motion. Motion carried unanimously. The meeting was adjourned.

PASSED AND APPROVED ON THIS 30th DAY OF MARCH 2021.

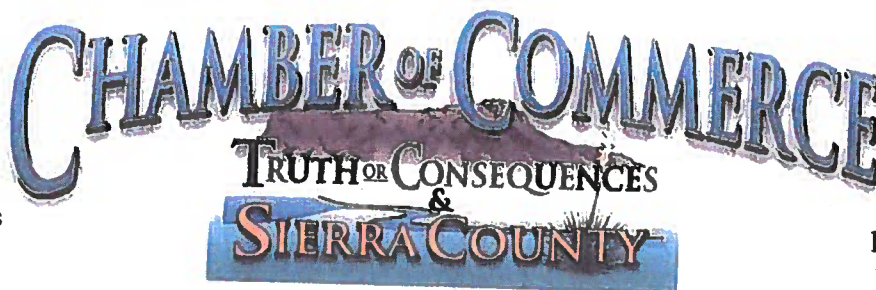
Jake Foerstner, Chairman
Lodger's Tax Advisory Board

5. OLD BUSINESS:

a. Discussion/Action: Application Review & Allocation Recommendation's for FY 2020/21.

- i. [Chamber of Commerce.](#)
- ii. Veterans Memorial Park & Museum
- iii. Sierra Arts Council – funding for brochure's

207 S. Foch
Truth or Consequences
New Mexico 87901



(575) 894-3536
<http://torcchamber.org>
info@torcchamber.org

March 23, 2021

Jake Foerstner, Chairman
City of Truth or Consequences
Lodgers Tax Advisory Board
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. The T or C Chamber Board has embarked on what we believe is a greatly needed piece for not only the city but for our entire area. There has not been a concise packet of business information that could be made available to a prospective business who may wish to relocate or start a business for 20 some years. If someone asked what do electric rates cost in Elephant Butte? How would one contact the City of T or C Road Department? What does a median 3 bedroom house list for? How would one contact the Village of Williamsburg Mayors Office? This information is not available to inform anyone!

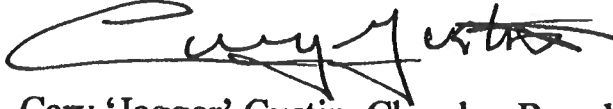
The Sierra County Arts Council has donated matching paper and folders to make 40 packets. Each area entity will receive 5 packets. The now forming (SCEDO) Sierra County Economic Development Organization will be able to utilize these packets as well.

The packets will be very professional looking and can be reprinted if there is a need. There will be a digital/online version available as well.

Additionally we are requesting funding support for the Chamber Website install/build fees and monthly updates/maintenance.

Thank you again for the opportunity to request funding.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cary Jagger Gustin', with a stylized flourish at the end.

Cary 'Jagger' Gustin, Chamber Board Member
Business Packet Committee Member

Cc: Theresa King, Chamber Board President

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

FY: 2020/2021 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY MANAGER'S NO LATER THAN
July 17, 2020 by 5:00 PM

HELP SESSION: THURSDAY JUNE 25TH
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:

0280529

TORRE/SIERRA COUNTY CHAMBER OF COMMERCE
NAME OF NON-PROFIT ORGANIZATION

307 South FOCH ST

P.O. BOX OR STREET ADDRESS

TORRE, NM 87401

CITY, STATE & ZIP

109 3-24-2021
NO. OF MEMBERS DATE

CAAY "JAGGER" GUSTIN
CONTACT PERSON (Print or Type)

[Signature]
SIGNATURE

575-312-8050
TELEPHONE NUMBER

AMOUNT REQUESTED: \$2,365 ⁴⁴/₁₀₀

AMOUNT AWARDED: _____ (For Board Use Only)

tailorman53@yahoo.com
E-MAIL

NAME OF EVENTS/PROJECTS: TORRE chamber's economic development packet
website installation and build, monthly site maintenance and updates

DATES OF EVENTS/PROJECTS: Economic Development Packet Roll out
MAY 2021

LOCATION OF EVENTS: the Economic Development Packets will be mailed
Regionally and nationwide. the now forming SCEAD group can utilize

HOW MANY PEOPLE ATTEND: _____
(Total)

Target Audience is ALL outside Sierra Cty.
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: the TORRE chamber will track
packets sent AS well Area entities, City, Village of Williamsburg, Etc

DESCRIBE THE EVENTS/PROJECTS: there has not been a concise packet of useful Business
information that can be made available to a prospective Business for some 20 yrs

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>680 single copies 600 double side copies: 1280</u> ^{total}	\$ <u>55 ⁴⁴/₁₀₀</u>
PUBLISH: _____	\$ _____
RADIO: _____	\$ _____
TELEVISION: _____	\$ _____
WEBSITE: <u>CHAMBA website install & 210 hrs update</u> 1650	\$ <u>1650 ⁰⁰/₁₀₀</u>
OTHER COSTS: _____	\$ _____
<u>total Request</u>	\$ <u>1,705 ⁴⁴/₁₀₀</u>

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

The Sierra County Arts Council has donated matching folders and paper
for 40 packets. AREA entities will each receive 5 packets.
The now forming (SCEBO) Sierra County Economic Development
Organization can utilize the packets
There will be a Digital/online version available

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", THE CITY OF TRUTH OR 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: _____

Search Information

HOI



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**

State of Incorporation: **New Mexico**

Benefit Corporation: **No**

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

Information Dates

Reporting Information

Period of Existence and Purpose and Character of Affairs

Outstanding Items

Reports:

Pending Reports.

Registered Agent:

Records Found.

License:

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**

Provide Your Information

Pick a Password

Done

Congratulations **chamber of commerce**

Your Account has been created successfully, Please note the information below.

Username: **the big bank**

Email Address: **INFO@CHAMBER.ORG**

Registered Agent InformationName: **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
resident	ED TOWNSEND	906 N DATE, TRUTH OR CONSEQUENCES, NM 87901
secretary	ANN SWANSON	103 N BROADWAY, TRUTH OR CONSEQUENCES, NM 87901

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

Records to View.

Trustee Information**Not Applicable****Tag History****License History**

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[HELP ⓘ](#)[MENU ≡](#)

[Home](#) > [Tax Exempt Organization Search](#) > Chamber Of Commerce Of Truth Or Conseq & Sierra County

[Back to Search Results](#)

Chamber Of Commerce Of Truth Or Conseq & Sierra County

EIN: 85-0034905 | Truth Or Consequences, NM, United States

> Other Names

Form 990-N (e-Postcard) ⓘ

Organizations who have filed a 990-N (e-Postcard) annual electronic notice. Most small organizations that receive less than \$50,000 fall into this category.

> Tax Year 2019 Form 990-N (e-Postcard)

Tax Period:

2019 (07/01/2019 - 06/30/2020)

EIN:

85-0034905

Legal Name (Doing Business as):

Chamber Of Commerce Of Truth Or Conseq & Sierra County

Mailing Address:

207 S Foch Street
Truth or Consequences, NM 87901
United States

Principal Officer's Name and Address:

Edward Townsend

207 S Foch Street
Truth or Consequences, NM 87901
United States

Gross receipts not greater than:

Organization has terminated:
No

Website URL:

- > **Tax Year 2018 Form 990-N (e-Postcard)**
- > **Tax Year 2017 Form 990-N (e-Postcard)**
- > **Tax Year 2016 Form 990-N (e-Postcard)**
- > **Tax Year 2015 Form 990-N (e-Postcard)**
- > **Tax Year 2014 Form 990-N (e-Postcard)**
- > **Tax Year 2013 Form 990-N (e-Postcard)**
- > **Tax Year 2012 Form 990-N (e-Postcard)**
- > **Tax Year 2011 Form 990-N (e-Postcard)**
- > **Tax Year 2010 Form 990-N (e-Postcard)**
- > **Tax Year 2008 Form 990-N (e-Postcard)**
- > **Tax Year 2007 Form 990-N (e-Postcard)**

Page Last Reviewed or Updated: 20-November-2020

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1

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Spam

Trash

Folders

New folder

 **ist Packet Price Quote** Made in America, Lo



Frances Luna

Tailor Man

Good morning,

Thank you for the opportunity to give you a price quote on your Tourist Attraction Packets.

The cost will be \$51.10 plus tax of \$4.34 for a grand total of \$55.44.

This is with you supplying the paper.

Additionally, we will provide you with a digital copy of the packet so you may distribute it at no additional cost.

Please expect the order to take 3 business days, or if you deliver on Friday, we will have it ready on Monday.

Thanks again and we look forward to working with you.

--

Frances Luna
Publisher • Co-Owner
GPK Media LLC
dba: Sierra County Sentinel
KCHS Radio 1400 am & 101.9 fm
217 E. Third Street
Truth or Consequences, NM 87901
(575) 894-3088 • (575) 894-2400 • (575) 740-1992 (c)

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	Tim Razo		INVOICE
	PO Box 805		Invoice Number: 001
	Elephant Butte, NM 87935		
	(915) 472-8292		Invoice Date: 03-23-21

Customer Information:

Billing Address:		Shipping Address:	
Company:	T or C & Sierra County Chamber of Commerce	Company:	
Name:	Theresa King	Name:	
Address:	207 S. Foch St.	Address:	
	Truth or Consequences		
City/State/Zip	NM 87901	City/State/Zip	

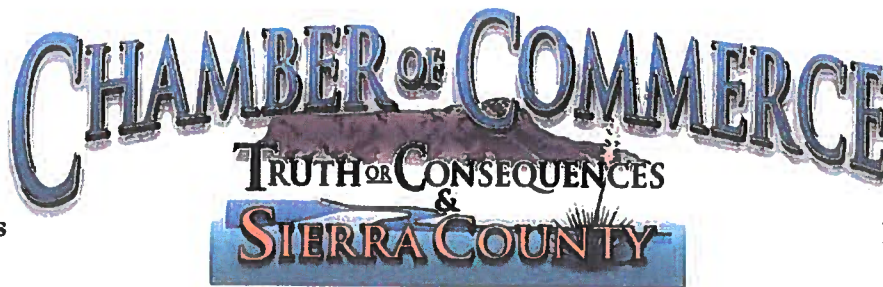
Order Information:

Date	Description	Hours	Amount
03/16/21	Wordpress website installation and build.	7 Hours	\$210.00
03/23/21	1 Year of Updates to torochamber.org	48 Hours	\$1440.00
Subtotal:			
PayPal Tax:			
Shipping:			
Grand Total:			\$1650.00

Notes:

Additional Information: Thank you!

207 S. Foch
Truth or Consequences
New Mexico 87901



(575) 894-3536
<http://torcchamber.c>
info@torcchamber.o

Greetings

On behalf of the Truth or Consequences and Sierra County Chamber of Commerce, I would like to welcome you!

Whether you are visiting for a short time or looking to relocate and join us on a permanent basis, we look forward to having you join us. We are a small town with big opportunities. We are steeped in history, and while we embrace this history, we are also a community that lives in the present and looks toward the future.

Located in southwestern New Mexico, we are a place of contrasts. We are in the desert, but have an abundance of water, whether it is the Rio Grande River, Elephant Butte and Caballo Lakes or the historic and natural hot mineral waters in downtown Truth or Consequences, all of these are therapeutic to the mind, body and soul. We have our feet firmly planted on the ground yet are excited with the future that space travel will bring to us at Space Port America, located in Sierra County just 30 miles outside of Truth or Consequences.

Our economic growth is bright with the addition of new businesses and so many prospects yet to be discovered. If you are looking to relocate your business, we are happy to assist with any needs and would be delighted to have you join the Chamber of Commerce, which is nearly 150 members strong.

Whatever reason brings you to explore our small area in the Land of Enchantment all of us in Truth or Consequences and Sierra County are excited to show you why you should stay.

Theresa King

Truth or Consequences & Sierra County Chamber of Commerce - President

Sandra Whitehead
Mayor

Amanda Forrister
Mayor Pro-Tem

Frances Luna
Commissioner



505 Sims St.
Truth or Consequences, New Mexico 87901
P: 575-894-6673 ♦ F: 575-894-7767
www.torcnm.org

Paul Baca
Commissioner

Randall Aragon
Commissioner

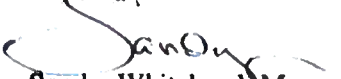
Traci Alvarez
Acting City Manager

Greetings New Resident(s), Business:

Welcome to the City of Truth or Consequences! We are delighted you chose our beautiful City as your home place and would like to extend a warm welcome to our community. Moving to a new area is sometimes difficult: new neighbors, schools, shopping areas, etc. We respectfully wish to assist you in discovering all that the City of Truth or Consequences has to offer. The Truth or Consequences Chamber of Commerce has put together this welcome package in an effort to make your transition as smooth as possible. This package contains pertinent information regarding locations and activities within our City and it is with our sincerest hope that you will soon feel at home and become involved in the many opportunities our community has to offer.

Again, Welcome to the City of Truth or Consequences. We are here to serve.
Please visit us at www.torcnm.org

Sincerely;


Sandra Whitehead, Mayor
C – (575) 740-1285
Email: Sandra.Whitehead@torcnm.org

Amanda Forrister, Mayor Pro-Tem
Email: amanda.forrister@torcnm.org

Paul Baca, Commissioner
Email: Paul.Baca@torcnm.org

Randall Aragon, Commissioner
Email: randall.aragon@torcnm.org

Frances Luna, Commissioner
Email: fluna@torcnm.org

Traci Alvarez, Acting City Manager
(575) 894-6673 Ext. 353
Email: tburnette@torcnm.org

Angela Torres, City Clerk-Treasurer
(575) 894-6675
Email: torcclerk@torcnm.org
Email: aatorres@torcnm.org



Village Of Williamsburg
PO Box 150 / 309 Veater St.
Williamsburg, NM 87942
Phone: (575) 894-6385/Fax: (575) 894-0466
www.villageofwilliamsburg.com

Welcome to Village of Williamsburg

Williamsburg is Exit 75 off I-25 and your gateway to great destinations such as birding, camping, fishing, boating and recreation, and pictures of views of Mud Mountain and The Caballo Mountains.

Businesses at Exit 75 include a Motel, two R.V. Parks, several convenience stores with gasoline and diesel, a tire and repair shop and a long-established antique business.

The Village has a municipal complex and utility services are provided by the City of Truth or Consequences.

Williamsburg offers a quiet atmosphere, and also has a park with a tennis court and a walking path.

Respectfully,


Deb Stubblefield, Mayor
Village of Williamsburg

Debbie Stubblefield, Mayor
Lee Wedgwood, Trustee
Gina Stanford, Deputy Clerk/Code Enforcement

Majorie Powey, Mayor Pro-tem
Will Frazier, Trustee

Amanda B. Cardona, Clerk/Treasurer
Guillermo "Spike" Hernandez, Trustee



CITY OF ELEPHANT BUTTE

P. O. Box 1080
Elephant Butte, New Mexico 87935
(575) 744-4892
FAX (575) 744-4493

Welcome to the City of Elephant Butte,

Residents have chosen this "Diamond in the Desert" after living and traveling through all parts of the U.S.A.

The fresh air, clear blue sky and sunsets that take your breath away are just a few of the reasons people choose to stay. Take a walk or drive and you'll be greeted with waves from friendly neighbors just saying "Hi". The stress of traffic in the big city will be left in the rear view mirror.

We have hiking and walking trails that are easily accessible. There are two large lakes if you're looking for a fishing spot or a place to launch your boat.

You'll also find amenities such as golf, spa treatments, local cuisine, a swimming pool and a gym.

If you're in the mood for exploring, there are scenic routes to historic and natural sites in every direction.

All four seasons are represented equally but winters are mild and living is easy.

We look forward to you visiting and falling in love with this area we call home.

Warmest regards,

Edna Trager
Edna Trager
Mayor

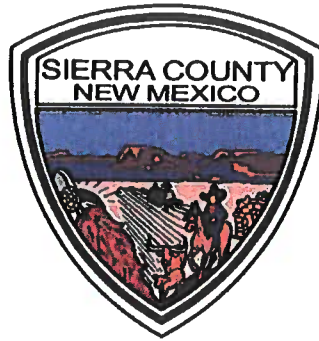
State of New Mexico

Shelly K. Trujillo
County Clerk
575-894-2840

Candace Chavez
County Treasurer
575-894-3534

Michael Huston
County Assessor
575-894-2589

Thomas Pestak
Probate Judge
575-894-2840



**855 Van Patten Street
Truth or Consequences, New Mexico 87901**

Bruce Swingle, County Manager
575-894-6215 voice 575-894-9548 fax

County of Sierra

Jim Paxon
Chair
575-894-6215

Travis Day
Vice-Chair
575-894-6215

Hank Hopkins
Commissioner
575-894-6215

Glenn Hamilton
County Sheriff
575-894-9150

Dear New Resident,

On behalf of Sierra County and its 11,000 plus residents, hello and welcome to our community. Sierra County is consistently recognized as one of the most desirable places to live in New Mexico. We look forward to meeting you over the coming months, whether it be walking down the streets, at the grocery store or at a community function.

Sierra County is the heart of New Mexico's outdoor recreational activities. We invite you to explore the myriad of sights, events, activities and recreational opportunities that exist in our amazing community, including our famous hot springs, world-class museums, golf courses, ghost towns, majestic views, and numerous state parks, all of which truly make Sierra County a great place to live, work, play, raise a family, and do business.

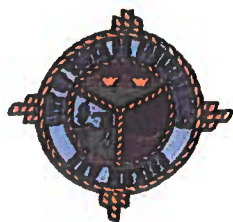
But one of the greatest things about Sierra County, and the thing I love most about it, is the people. I am constantly amazed at how people from all over the world come here and embrace this wonderful place, and I couldn't be more proud to serve as their Commission Chairman.

If you're already a part of our community, thank you. If you're considering relocating your home or business to Sierra County -- or simply thinking about a visit -- please do. You won't be disappointed.

Again, welcome to the Sierra County! We know you'll find this community is a great place to live and we encourage your participation in our activities and functions.

Sincerely,

Jim Paxon
Jim Paxon
Commission Chairman



Paid for in part by Truth or Consequences Lodgers Tax

ACKNOWLEDGEMENTS

T OR C/Sierra County Chamber of Commerce
Economic Development Committee:
Sid Bryan, Earl Bridges, Cary "Jagger" Gustin
Sierra County Arts Council, T or C, NM City Clerk,
Elephant Butte, NM Mayors Office, Village of Williamsburg, NM,
Sierra County Administrators Office, (MRGEDA) Middle Rio Grand
Economic Development Association, Ministerial Alliance of Sierra County,
Sierra County Realtors Association

Sierra County is a rural community located in south-central New Mexico, midway between El Paso, Texas and Albuquerque, and is home to Spaceport America. The area includes the Rio Grande River, the Gila and Cibola national forests, Caballo Lake, and Elephant Butte Lake, the largest lake in the state.

Truth or Consequences (T or C) is the largest city in Sierra County. T or C offers some of the finest hot mineral baths in the world and is touted as America's Most Affordable Spa Town. Agriculture and tourism remain an economic driver; however, with the commencement of Spaceport America operations, the area has attracted the aerospace industry, including SpinLaunch.

Sierra County encompasses 4,236 square miles of wide-open space and beautiful scenery that varies from desert to grasslands to mountain regions. The area has a magnificent climate with an average of 340 days of sunshine. Elevations range from approximately 4,300' in Elephant Butte and T or C to more than 10,000' at Reed's Peak.

WHY SIERRA COUNTY?

Work where you play, play where you work! The area offers immeasurable year-round outdoor recreational opportunities, hot springs mineral baths, an abundance of wildlife, and scenic and majestic views. If you like the outdoors, Sierra County is the place to locate.

When work is done, locals share a leisurely philosophy: Boat, Float and Soak. Locals boat on Elephant Butte Lake, float the Rio Grande River on an inner tube or raft, and end the day convalescing with a soak in the renowned hot mineral spas.



STATEWIDE BUSINESS CLIMATE AND INCENTIVES

New Mexico offers exciting and innovated incentives and maintains a competitive business climate. New Mexico's tax policy will make your business even more profitable. New Mexico exempts raw materials used in manufacturing from gross receipts tax, including electricity and natural gas. Property tax is among the lowest in the nation. Corporate and individual income tax rates compare favorably, and the state offers many tax incentives to help your business thrive.

Improvements to New Mexico's tax climate have been recognized by Kiplinger, Ernst & Young, and the Tax Foundation. The state recently phased down its maximum corporate income tax rate to 5.9% and enacted a single sales factor apportionment methodology for manufacturers.

- NM does not tax property-in-transit through the state or warehoused for delivery out-of-state
- No inventory tax
- No gross receipts tax on consumables used in manufacturing, including electricity and natural gas
- No intangible property tax
- No tax on real estate transactions
- Lowest property tax in the nation
- Single sales factor apportionment methodology for manufacturers
- No estate, inheritance or gift taxes

Opportunity Zones

Opportunity Zone allows for the creation of a new class of investment vehicle with tax advantages authorized to aggregate and deploy private investment located in Opportunity Zones. An investor can defer tax on any prior eligible gain to the extent that a corresponding amount is timely invested in a Qualified Opportunity Fund. The purpose of these tax advantages is to attract capital investment into economically distressed areas. Sierra County has 3 opportunity zones available for investment, encompassing about 50% of the county.

To encourage development in NM Opportunity Zones, NM Economic Development Department (NMEDD) can offer an incentive as a part of the Local Economic Development Act (LEDA). New Mexico will guarantee an additional \$1 million in LEDA funding to projects located in an Opportunity Zone. Visit the NMEDD's website for more details, www.gonm.biz.

NM Business Incentives by Industry

Descriptions of each incentive is available on the NM Economic Development Department web site, <https://gonm.biz/>

Advanced Manufacturing

- Angel Investment Tax Credit
- Consumables Gross Receipts Tax Deduction for Manufacturers
- High Wage Jobs Tax Credit
- Investment Tax Credit for Manufacturers
- Rural Jobs Tax Credit
- Single Sales Factor

BUSINESS RESOURCES

Federal

US Department Agriculture

Rural Development

760 Stern Drive Suite #139

Las Cruces, NM 88005

(575) 522-8775 Ext. 4

- Business & industry loans and grants
- Rural economic development loans & grants
- Business technical assistance
- Rural micro-entrepreneur assistance
- Rural energy grants

US Department of Commerce

Economic Development Administration

1401 Constitution Ave. NW Suite 71014

Washington DC 20230

(202) 482-4085

- Opportunity Zone grants
- Infrastructure Investment
- Economic development capacity building
- STEM talent funding

US Internal Revenue Service

5338 Montgomery Blvd. NE

Albuquerque, NM 87109

(505) 837-5631

- Taxes & forms
- Federal tax numbers
- Payroll taxes



State

NM Department of Workforce Solution

401 Broadway NE

Albuquerque, NM 87102

(505) 841-8405

- Unemployment insurance
- Business outreach
- Business support
- Hiring incentives

NM Economic Development Department

Joseph M. Montoya Building

1100 S. St. Francis Drive

Santa Fe, NM 87505-4147

(505) 827-0300

- Business incentives
- Job training incentives
- Local Economic Development Act
- Opportunity Zones
- Tax credits

NM Regulations and Licensing

5500 San Antonio Dr, Suite F

Albuquerque, NM 87109

(505) 222-9800

- Construction permits, inspections & licenses
- Licensing financial institutions
- Consumer protection

City of Truth or Consequence

505 Sims
T or C, NM 87901
(575) 894-6673

- Airport
- Business License
- GIS
- LEDA
- Planning & zoning
- Solid waste
- Utilities

Sierra County

855 Van Patten
Truth or Consequences, NM 87901
(575) 894-6215

- Business license
- Floodplain management
- GIS
- LEDA
- Public works
- Solid Waste

Chamber of Commerce

T or C/ Sierra County
207 S. Foch
T or C, NM 87901
(505) 894-3536

- Area information
- Business advocacy

MainStreet T or C

410 Main St.
T or C, NM 87901
(575) 740-6180

- Area information
- Business advocacy

Spaceport America

4605 Research Park Circle, Suite A
Las Cruces, NM 88001
(575) 267-8500

- Business advocacy
- Lease/build
- Launch
- Event venue

STATEWIDE BUSINESS ASSISTANCE PROGRAMS

NM International Business Accelerator

A one-stop shop of resources for New Mexican businesses and individuals wishing to introduce their product or service into the global market.

www.nmiba.com

(575) 589-2200

- Educational programs
- International export/import consultants
- International finance consulting
- Online resources
- Joint venture opportunities

Sierra Soil & Water Conservation District

Serving the citizens of the district, they take available technical, financial and educational resources and focus or coordinate them to meet the needs of local land users.

2101 S. Broadway

T or C, NM 87901

(575) 894-2212

- Cost-Share Programs
- Education

FINANCIAL ASSISTANCE

ACCION New Mexico

As the largest nationwide nonprofit lending network in the U.S., ACCION provides fair and flexible loans, connections to business experts, and access to resources and opportunities specifically tailored to each business owner's unique needs and goals.

(866) 245-0783

www.accion.org

ARCH Venture Partners

ARCH Venture Partners provides seed and early stage venture capital for technology firms, with a special expertise in co-founding and building technology firms from startup. ARCH has experience in investing in life sciences and physical sciences. Investments range from \$50,000 to \$150 million in a single deal.

1700 Owens St. Suite 535

San Francisco, CA 94158

(512) 765-5830

www.archventure.com

DreamSpring

A nonprofit organization that increases access to credit, makes loans and provides a community of support to help entrepreneurs and small business owners in New Mexico.

2000 Zearing Ave NW

Albuquerque, NM 87104

(800) 508-7624

www.dreamspring.org

Enchanted Land Certified Development Company

ELCDC is a nonprofit organization licensed by the SBA to administer the SBA 504 Loan Program. The program provides small businesses with up to 90% financing for expansion, including plant, property, and equipment purchases; new construction; renovating or improving sites; and paying interest on interim financing and soft costs essential to expansion projects.

(505) 843-9232

www.elcdc.com

Viasat
Satellite Internet Providers
(877) 687-2926
www.rsinc.com/internet/new-mexico/a/elephant-butte/

Windstream
Internet
(704) 243-8192
www.connectnw.net/windstream/truth-or-consequences-nm/

Wi-Power (Transworld Network)
Internet
(877) 877-6861
www.twncomm.com/contact/

Electricity

City of Truth or Consequences
505 Sims
T or C, NM
(575) 894-6673

El Paso Electric
110 Jefferson St.
Hatch, NM
(575) 526-5555

Sierra Electric Coop
610 Hwy 195
Elephant Butte, NM
(575) 744-5231

Gas

New Mexico Gas Company
2161 Sanford Wilson Rd.
T or C, NM
(575) 894-2843

Propane

Butte Propane
64 Greenwood
T or C, NM
(575) 744-5914

Cortez Gas
415 E. Third St.
T or C, NM
(575) 894-2433

Pinnacle Propane
1305 N. Date St.
T or C, NM
(866) 688-3649

Sewer

City of Truth or Consequences
505 Sims
T or C, NM
(575) 894-6673

City of Elephant Butte
103 Water Ave.
Elephant Butte, NM
(575) 744-4892

City of Truth or Consequences

Internal Phone List

Updated 07/23/2020

EXT.	DEPARTMENT/EMPLOYEE	DIRECT PH. #	CELL PH. #	EXT.	DEPARTMENT/EMPLOYEE	DIRECT PH. #	CELL PH. #
	AIRPORT				MUNICIPAL COURT	894-7812	
	VACANT-Manager	894-6199		219	Judge Sanders	740-8319	
	ANIMAL CONTROL	894-7111		219	Margaret Clanton-Ct. Adm.	740-8319	
	ANIMAL SHELTER	894-4556		215	Deborah Valencia	894-0480	
508	Tara Manning-Supervisor	952-0571		215	Emily Miller-Ct. Clerk	740-8356	
	CITY CLERK'S OFFICE	894-6673			PARKS & RECREATION	894-0019	
302	Angela Torres-Clerk	894-6675		506	Orrin Hechler-Manager	740-8636	
304	Dawn Barclay-Deputy Clerk	894-6676			POLICE DEPARTMENT	894-1204	
301	Lisa Gabaldon-Assistant Clerk	894-6674		410	Mike Apodaca-Chief	894-7945	
350	City Hall Conf. Room	740-7648		422	Erica Baker-Deputy Chief	740-8778	
	CITY MANAGER'S OFFICE	894-6673		401	Maribel Martinez-Admin. Asst.	894-1185	
321	Morris Madrid-City Manager	894-6681		402	Grecia Valenzuela-Admin. Aide	740-9430	
320	Tammy Gardner-Exec. Asst.	894-6680			POOL		
351	AA Conf. Room	740-7700		504	Kyle Blacklock-Supervisor	894-6151	
	COMMUNITY DEVELOPMENT				RISK & SAFETY MANAGEMENT		
353	Traci Burnette-Grant/Proj./Zoning	952-0565		316	Jamie Sweeney-Safety Manager	740-9531	
	CITY ATTORNEY				SANITATION & RECYCLING	894-6939	
	Jay Rubin	894-3031		512	Andy Alvarez-Dept. Head	740-9540	
	John Appel	(505)988-5656		511	Joe Daily-Supervisor	740-9613	
	CIVIC CENTER	894-4400		510	Carmen Howell-Admin. Asst.	894-6936	
513	VACANT	952-0619		509	Scalehouse	740-7812	
	CODE COMPLIANCE				SERVICE CENTER	894-9225	
331	Ray Chavez	740-7749		507	Ray Slade	952-0575	
	COMMISSION CHAMBERS	894-4490			STREETS	894-3423	
	ELECTRIC DEPARTMENT			380	Benny Fuentes-Manager	952-0563	
372	Bo Easley-Dept. Head	740-8062			UTILITY OFFICE	894-6671	
	Ken Moran-2nd in charge			340	Sonya Williams-Manager	952-0616	
371	Priscilla Fuentes-Admin. Asst.	740-8070		344	Chelsea LeClair-AR Supervisor	740-7722	
	FACILITY MANAGEMENT			341	Alona Niebergall-Billing Clerk	740-8182	
361	David Johnson-Manager	952-0612		342	Silke Kapela-Billing Clerk	952-0445	
	FINANCE	894-6672		343	Raven Apodaca-Billing Clerk	740-8094	
310	Carol Kirkpatrick-Finance Director	740-7323			VACANT-Meter Reader Supv.		
311	Kerin Salcedo-Acctg. Officer	740-7336			WATER/WASTEWATER		
312	Ruby Otero-Vallejos-Purchasing	740-7379		501	Jesse Cole-Dept. Head	952-0566	
314	Jackie Finney-HR	740-7554		502	Jesus Navarro-WW Foreman	740-8232	
315	Mindee Holguin-Payroll	740-7597		345	Brian Bean-Water Foreman	894-2469	
309	Kristin Saavedra-Admin Asst./CPO	952-0490		503	Christina Ramos-Admin. Asst.	894-7331	
	FIRE CHIEF				On-Call Water		
313	Paul Tooley	740-8123			On-Call WW		
	GOLF COURSE	894-2603					
505	Bart River-Manager	740-8197					
	LIBRARY	894-3027					
131	Pat O'Hanlon-Dept. Head	740-8258					
132	Spare Library Office	894-3028					
133	Staff Workroom-2	740-8267					
134	Staff Workroom-1	740-1316					
136	Library Branch	740-8295					

AGENCY	PHONE NUMBER	
Adult Protective Services	1-866-654-3219	
Aging & Long-Term Services Resource Center	1-800-432-2080	
Alzheimer's Association Help Line	1-800-272-3900	
Ben Archer Health Clinic & VA Clinic	575-894-7662	
Cancer Society	575-743-7659	
Catholic Church/Every 3 months (Morn. Distrib.)	575-894-7804	515 N Date St
Church at the Butte	575-744-4487	408 Hwy 195, EB.
City of Elephant Butte	575-744-4892	
City of Truth or Consequences	575-894-6673	
Commission for the Blind	1-888-513-7968	
Commission for the Deaf & Hard of Hearing	1-800-489-8536	
Coordin Health Care/Roadrunner Mobile Pantry	3rd Thurs/Holiday Inn @ 10:30 am	
Davis Fleck Drugstore	575-894-3055	
Department of Veterans Affairs	1-800-827-1000	
Diabetic Hotline	1-866-224-8892	
Dispatch-Emergency	911	
Dispatch-Non Emergency	575-894-7111	
Episcopal Church/Community Meal	Last Sat/407 Cedar St @ 5:00 pm	
Housing Authority	575-894-2244	
Income Support (Welfare Office)	575-894-3011	
Legal Aid for the Elderly	1-800-876-6657	
Lincare, Inc.	575-894-2789	
Matthew 25 Food Pantry	575-894-3292	847-785-9498
Meals on Wheels/Senior Center	575-894-6641	360 W 4th St
Med Trans	575-523-2244	
Memorial Medical Center (Las Cruces Hospital)	575-522-8641	
Mountain View Hospital (Las Cruces)	575-556-7600	
New Hope Revival Church	2nd Fri/800 E 3rd @ 12:30 pm	
Public Health Office	575-894-2716	
Respiratory Services	575-894-6640	
Sierra County Cancer Assistance (SCCA)	575-740-3971	
Sierra Health Care Center (Nursing Home)	575-894-7855	
Sierra Hills Assisted Living	575-743-1100	
Sierra Vista Hospital	575-894-2111	
Sierra Vista Physicians Clinic	575-894-7814	
Social Security	1-800-772-1213	
Village of Williamsburg	575-894-1701	
Walmart Pharmacy	575-894-0645	
We Care Agency	575-523-9393	
www.benefitscheckup.com/campaign is a great place to find information on benefit programs for people with Medicare, limited income and resources		



Village Of Williamsburg
PO Box 150 / 309 Veater St.
Williamsburg, NM 87942
Phone: (575) 894-6385/Fax: (575) 894-0466
www.villageofwilliamsburg.com

Village Board Meeting Schedule

The Village Board of Trustees meets on the second (2nd) Thursday of every month at 4 PM unless the meetings are rescheduled by the Board.

Mayor *Deb Stubblefield*
406 Veater
Williamsburg, NM 87942
575-894-2877 (Home) 575-740-4968 (cell)

Mayor Pro-Tem *Majorie Powey*
205 S Hyde
Williamsburg, NM 87942
575-894-6148 (Home) 575-740-0421 (cell)

Trustee *Will Frazier*
Po Box 602
Williamsburg, NM 87901
(Cell) 575-497-0984

Trustee *Guillermo "Spike" Hernandez*
801 Powey Lane
Williamsburg, NM 87942
575-740-326 (cell)

Trustee *Lee Wedgwood*
106 Michigan
PO Box 12
Williamsburg, NM 87942
(Home) 575-894-9352

Judge *Carol Woods*
123 E Val Verde
Williamsburg, NM 87942
575-894-4717 (Home) 575-497-0257 (cell)

Parks / Maint. Bill Sallee

Deb Stubblefield, Mayor
Majorie Powey, Mayor Pro-Tem

Lee Wedgwood, Trustee
Guillermo "Spike" Hernandez, Trustee
William Frazier, Trustee

Amanda B. Cardona, Clerk/Treasurer
~~Glenn Stanford~~, Deputy Clerk/Code Enforcement

SIERRA COUNTY DEPARTMENT

855 VAN PATTEN STREET

ADMINISTRATION	CONTACT #	FAX #
	575-894-6215---Line 1	575-894-9548

NAME	COMMISSIONERS	EMAIL
Jim Paxon	575-740-3229	jpaxon@sierraco.org
Travis Day	575-470-2290	tday@sierraco.org
Hank Hopkins	575-894-6215	hhopkins@sierraco.org
Bruce Swingle	575-470-7105	bswingle@sierraco.org

****starts in January****

	CONTACT #	Fax
	575-894-3524	575-894-8127

NAME	DISCUSSION	
Candace Chavez	Treasurer	cchavez@sierraco.org

****starts in January****

ASSESSOR	CONTACT #	Fax
	575-894-2589	575-894-2829

NAME	DISCUSSION	
Michael D. Huston	Assessor	mhuston@sierraco.org

CLERK	CONTACT #	Fax
	575-894-2840	575-894-2516

NAME	DISCUSSION	
Shelly Trujillo Ext 242	Clerk	

Probate Judge	CONTACT #	Fax
	575-894-2840	575-894-2516

NAME	DISCUSSION	
Thomas Pestak	Probate Judge	tpestak@sierraco.org

DETENTION	CONTACT #	Fax
	575-894-2537	575-894-1011

NAME	DISCUSSION	
Virginia Lee	Jail Administrator	vlee@sierraco.org

MISDEMEANOR COMPLIANCE	CONTACT #	FAX
	575-894-0030	

NAME	DISCUSSION	
George Lee	Director	glee@sierraco.org

SHERIFF'S OFFICE	CONTACT #	FAX
	575-894-9150	575-894-7938

NAME	DISCUSSION	
Glenn Hamilton	Sheriff	ghamilton@sierraco.org

ROAD DEPARTMENT	CONTACT #	FAX
	575-894-6881	575-894-6881

NAME	DISCUSSION	
Billy Neeley	Road Director	bneeley@sierraco.org

FLOOD DEPARTMENT	CONTACT #	FAX
	575-740-1247	

NAME	DISCUSSION	
Travis Atwell	Flood Director	tatwell@sierraco.org

Sierra Electric Cooperative, Inc.

Rates Effective February 1, 2017

RATE CLASS	REVENUE CLASS	DESCRIPTION	SYSTEM CHARGE	ENERGY CHARGE PER kWh*	
RESIDENTIAL SERVICE					
11	1	Residential Service	\$25.00	\$0.14385	
31	1	Residential Service: TOU On-Peak ¹	\$27.50	\$0.18000	
41	1	Residential Service: TOU Off-Peak ²		\$0.11342	
SMALL COMMERCIAL SERVICE (Less than 50 kVA)					
12	2	Small Commercial Service	\$30.00	\$0.15153	
32	2	Small Commercial Service: TOU On-Peak ¹	\$32.50	\$0.17000	
42	2	Small Commercial Service: TOU Off-Peak ²		\$0.13700	
LARGE POWER SERVICE (50 kVA and Larger)					DEMAND
13	3	Large Power Service	\$100.00	\$0.12058	\$15.00/kW
23	3	Large Power Service: TOU On-Peak ¹	\$120.00	\$0.13000	\$17.50/kW
33	3	Large Power Service: TOU Off-Peak ²		\$0.10854	
PRIVATE & PUBLIC LIGHTING /COMMUNITY STREET LIGHTING					
4/17	4	Private, Public Community Area Lighting	\$23.00*		
IRRIGATION SERVICE (Less than 50 kVA)					
15	5	Irrigation Service	\$25.00	\$0.15874	
35	5	Irrigation Service: TOU On-Peak ¹	\$27.50	\$0.17500	
45	5	Irrigation Service: TOU Off-Peak ²		\$0.15114	
OPTIONAL RENEWABLE RESOURCE POWER RIDER					
	Rider No. 2	Per 100 kWh Block		Varies	
¹ On-Peak	Winter (MST) 4:00 p.m. to 10:00 p.m.		Summer (DST) 5:00 p.m. to 11:00 p.m.		
² Off-Peak	Winter (MST) 10:00 p.m. to 4:00 p.m.		Summer (DST) 11:00 p.m. to 5:00 p.m.		
*Final Energy Charge will include any Fuel and Purchased Power Cost Adjustment and Debt Cost Adjustment factors.					

FEES AND CHARGES (effective July 2020)

Service Order Fee (Business Hours)	\$40 plus tax
Trip Charge (Business Hours)	\$50 plus tax
Trip Charge (After Hours)	\$75 plus tax
Service Call – Consumer Side Trouble (Business Hours)	\$75 plus tax
Service Call – Consumer Side Trouble (After Hours)	\$100 plus tax
Returned Check Charge	\$35 plus tax
Meter Tampering Charge (first offense)	\$150 plus tax
Meter Tampering Charge (subsequent offense)	\$300 plus tax

Gas Rate 54 – General Small Volume

Banner Rate Code	GB2A
Description	If the primary business activity at the location served is not provided for under any other rate, and the usage at the location is less than 200,000 therms annually, the business falls under this rate. This rate includes churches and multi-unit residential structures in which each unit is intended for year round occupancy by an individual family group.
Transmission Cost perTherm	\$.0707
Distribution Cost perTherm	\$.0788
Monthly Access Fee	\$22.78
Late Fee	.667%
Energy Efficiency Fee	\$0.0178 (as of 7/28/2020)

Gas Rate 10 – Residential

Banner Rate Codes	
GB01/GB02	Transmission and Distribution
GD01/GD02	Distribution Only
GT01/GT02	Transmission Only
Description	Service under this Rate is Available to any customer for a single family residential unit when served through a single meter.
Rates	
Transmission cost perTherm	\$.0634
Distribution Cost perTherm	\$.1661
Monthly Access Fee	\$11.65
Late Fee	.667%
Energy Efficiency Fee	\$0.0178 (as of 7/28

**CITY OF ELEPHANT BUTTE
ORDINANCE NO. 164**

**AN ORDINANCE OF THE CITY OF ELEPHANT BUTTE ENACTING A WATER AND SEWER RATE SCHEDULE
PURSUANT TO CHAPTER 51.30 AND CHAPTER 52.30 FEE REQUIREMENTS. THIS ORDINANCE REPEALS
AND REPLACES WATER AND SEWER RATES IN RESOLUTION NO. 13-14-319**

WHEREAS, the City of Elephant Butte provides water and sewer services to residential and commercial customers; and

WHEREAS, to maintain appropriate services fixed and variable costs will arise, including but not limited to maintenance and operation of lines, plant, billing costs and debt service; and

WHEREAS, it is appropriate that the users of the water and sewer system bear these costs; and

WHEREAS, the City of Elephant Butte has determined that water and sewer rates are in need of adjustment to assure customers pay their fair share of growth and capacity of the systems; and,

WHEREAS, the continued expansion of the systems are necessary to the environmental health and well-being of the municipal community;

WHEREAS, the City of Elephant Butte strives to keep the water and waste water fees current, a program has been implemented in which the water and waste water fees will be evaluated every third year with the two years in between reserved for incremental increases;

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ELEPHANT BUTTE that customers of the City of Elephant Butte Water System and the Sierra County Regional Wastewater System (North) be subject to the following fees and conditions to go into effect September 1, 2017; in addition a nine (9) dollar increase on the residential wastewater fee will be implemented July 1, 2018:

	WATER		WASTE WATER	
	<u>Residential</u>	<u>Commercial</u>	<u>Residential</u>	<u>Commercial</u>
Base Rate	\$22.59/mo.	\$27.00/mo.	\$31.00/mo.	See below
Usage Rate	\$3.25/1k	\$3.25/1k		See Below
Deposit	\$55.00	\$150.00	\$55.00	
Renter Deposit	\$100.00			
Meter Connection	\$1,000	\$2,250	\$1,000	See below
Standby Fee	\$30.00 /yr.	\$30.00/yr.	\$30.00/yr.	
Disconnect Fee	\$25.00	\$25.00		
Reconnect Fee	\$25.00	\$25.00		
Red Tag Fee	\$10.00	\$10.00		
Property Lien Fee	\$75.00	\$75.00	\$75.00	
Line Extension	\$95.00/hr.	\$95.00/hr.	\$95.00/hr.	

Commercial Sewer Connection Rates: (one-time fee)

SIERRA COUNTY RESOURCE DIRECTORY

RESOURCES BY CATEGORY

BEHAVIORAL HEALTH + ADDICTION SERVICES

Alcoholics Anonymous – www.newmexicoaa.org / 529 Broadway (rear entrance), Truth or Consequences, NM

Ben Archer Health Center – 1960 N. Date St., Truth or Consequences, NM / 575/894-7662

Dorcas F. Brem Counseling Service – 428 Marr St., Truth or Consequences, NM / 575/894-0043

PMS-Alamogordo Family Health Center-Behavioral Health – 1501 E. 10th St., Alamogordo, NM / 575/434-2960

Rio Grande Behavioral Health Services – 1720 S. Telshor Blvd., Las Cruces, NM / 575/532-2500

Roots Counseling Center – 614 McAdoo St., Suite B, Truth or Consequences, NM / 575/297-0171

Sierra Vista Hospital Counseling Center – 800 E. 9th Ave., Truth or Consequences, NM / 575/743-1380 (waiting for a callback from Cathy RE category placement)

Sierra County DWI Program – 474 Clancy St., Truth or Consequences, NM / 575/894-9265

SMK Counseling Center LLC – 118 Main St., Truth or Consequences, NM / 575/894-0505

Sierra County Public Health – 201 E. 4th Ave., Truth or Consequences, NM / 575/894-2716

Mesilla Valley Hospital – www.mesillavalleyhospital.com, 3751 Del Rey Blvd, Las Cruces, NM / 800/877-3500. *Serving ages 8 and up.*

New Moon Lodge Residential Treatment Center – *For Native American males.* 579 White Swan Rd., Ohkay Owingeh, NM / 505/852-2788

Oxford House of New Mexico – www.oxfordhouse.org/pdf/nm / 505/503-1103

Peak Behavioral Health Services – 5065 McNutt Rd., Santa Teresa, NM / 575/589-3000 /

SAMHSA's National Helpline – The Substance Abuse & Mental Health Service's Administration's National Helpline is free, confidential, 24/7/365 / 1-800-662-4357 (HELP)

Turquoise Lodge Addiction Treatment Hospital – 5400 Gibson Blvd SE / 5901 Zuni Road, Albuquerque, NM / 6000 Isleta SW / 505/841-8978

GENERAL HEALTH + ADVOCACY

Ben Archer Health Center – 1960 N. Date St., Truth or Consequences, NM / 575/894-7662

Mesilla Valley Hospital – www.mesillavalleyhospital.com, 3751 Del Rey Blvd, Las Cruces, NM / 800/877-3500. *Serving ages 8 and up.*

PMS-Alamogordo Family Health Center-Behavioral Health – 1501 E. 10th St., Alamogordo, NM / 575/434-2960

Rio Grande Behavioral Health Services – 1720S. Telshor Blvd., Las Cruces, NM / 575/532-2500

Sierra Vista Hospital Counseling Center – 800 E. 9th Ave., Truth or Consequences, NM / 575/743-1380 (waiting for a callback from Cathy RE category placement)

Sierra County Public Health – 201 E. 4th Ave., Truth or Consequences, NM / 575/894-2716

HOME HEALTH

PHYSICAL THERAPY

Ben Archer Health Center – 1960 N. Date St., Truth or Consequences, NM / 575/894-7662

Sierra Vista Hospital Counseling Center – 800 E. 9th Ave., Truth or Consequences, NM / 575/743-1380 (waiting for a callback from Cathy RE category placement)

PRESCRIPTION DRUG SERVICES

Ben Archer Health Center – 1960 N. Date St., Truth or Consequences, NM / 575/894-7662

PMS-Alamogordo Family Health Center-Behavioral Health – 1501 E. 10th St., Alamogordo, NM / 575/434-2960

Sierra Vista Hospital Counseling Center – 800 E. 9th Ave., Truth or Consequences, NM / 575/743-1380 (waiting for a callback from Cathy RE category placement)

HOUSING ASSISTANCE

LEGAL SERVICES

RECREATION

TRANSPORTATION SERVICES

VETERINARY SERVICES

**Area Churches/Houses of
Worship**

**Light House Church of God
Paster: Robert and Daniel
Jordan P.O. Box 403
Elephant Butte, NM 87935
575-644-4008**

**Desert Springs Lutheran
Church 1685 Caballo Road
T or C, NM 87901
Reverend: Peter A. Cacoperdo
575- 740-4214**

**Church at the Butte
Paster: Joe Byers
516 Hiway 195 P.O.Box 1347
Elephant Butte, NM 87935
575-744-4487**

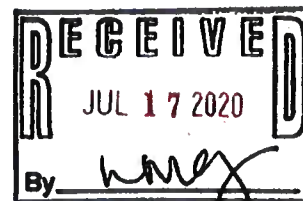
**Hope Springs Community
Church of the Nazarene
Paster: Wayne Vaughan
220 West 5th Avenue
T or C, NM 87901
575-894-3755**

**First Baptist Church
220 Broadway St.
P.O.Box 329 T or C, NM
87901 575-894-3005**

**OLOPH Our Lady of
Perpetual Help Catholic
Church
Father: Mike Sardelli
407-883-2183**

Annette	Smith	Homesteaders Realty	homesteadersannette@gmail.com	575.744.5283
Debbie	Bell	Sierra Appraisals	sierraappraisal@valornet.com	575.744.4417
Frank	Wagner	Desert Lakes Realty	frank@desertlakesrealty.com	575.744.4960
Cheryl	Shipley	Desert Lakes Realty	cherylshipley.coldwellbanker@gmail.com	575.744.4960
Shana	Oldfield	Desert Lakes Realty	shanao.coldwellbanker@gmail.com	575.744.4960
Andrea	Freeman	Howell and Associates	freemanandrea67@gmail.com	575.894.6611
William	Howell	Howell and Associates	wmlhowell@live.com	575.894.6611
Katherine	Renault	Cripple Creek Realty	krenault1226@gmail.com	575.740.2711
Sid	Bryan	Sea Properties	seaproptorc@yahoo.com	575.894.0037
Joshua	Frankel	Sea Properties	joshseaprop@yahoo.com	575.894.0037
Susan	Hahn	Rio Mesa Realty	SH@RIOMESAREALESTATE.COM	575.952.0201
LaNeer	Wyre	Cripple Creek Realty	laneerwyre@yahoo.com	575.740.2711
C. Earl	Greer	Plaza Realty	ceg@plazarealtynm.com	575.744.5140
Jason	Vickers	Homesteaders Realty	homesteaderjason@gmail.com	575.744.5283
Cindy	Torres	Plaza Realty	cindy@plazarealtynm.com	575.744.5140
Rachel	Woodard	Homesteaders Realty	rachelhomesteaders@gmail.com	575.744.5283
Cathy	Vickers	Homesteaders Realty	homesteaderscathy@gmail.com	575.744.5283
Schabrina	Montoya	Cripple Creek Realty	ssmontoya78@gmail.com	575.740.2711
Gary	Schinagel	Asset Realty	gary@assetre.com	575.744.4053
Charles	Robertson	Desert Lakes Realty	searranch@yahoo.com	575.744.4960
Nellie	Roberts	Cripple Creek Realty	nellie.roberts@gmail.com	575.740.2711

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



FY: 2020/2021 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY MANAGER'S **NO LATER THAN**
July 17, 2020 by 5:00 PM

HELP SESSION: THURSDAY JUNE 25TH
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

4:00 pm

EIN # 85-0034905

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 280529

Chamber of Commerce of Truth or Consequences and Sle

NAME OF NON-PROFIT ORGANIZATION

207 S. Foch

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

112

NO. OF MEMBERS

Hans Townsend

CONTACT PERSON (Print or Type)

07/122020

DATE

SIGNATURE

894-2239

TELEPHONE NUMBER

AMOUNT REQUESTED: \$31,000.00

AMOUNT AWARDED: _____ (For Board Use Only)

info@torcchamber.org

E-MAIL

NAME OF EVENTS/PROJECTS: _____

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
PRINT: _____	\$ _____
PUBLISH: _____	\$ _____
RADIO: _____	\$ _____
TELEVISION: _____	\$ _____
WEBSITE: _____	\$ _____
OTHER COSTS: _____	\$ _____
<i>see separate sheet</i>	\$ 31,000.00

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 LODGERS TAX MONIES, SHALL INCLUDE THE WORDING "**PAID IN PART BY TRUTH OR CONSEQUENCES LODGERS TAX**", THE CITY OF TRUTH C 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 COMMISSIONERS \$ _____

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:

Items Requested:

1) Sierra County Visitor Guide;

Printing \$12000, this is a reprint so there will be no ad revenue
Distribution; El Paso \$1700, Albuquerque \$1700.

2) Sierra County Apps; Rebuild & update content

Graphics & setup \$650,

Coding & Design, \$850,

Build & Software \$600

n

3) Airport Courtesy Car;

Insurance \$1500,

Maintenance, Repair and replacement \$3000

no

4) Economic Development;

Entertainment Costs \$500,

Hotel Rooms \$900

no

5) Website upgrades;

Coding \$2450,

SEO \$600

Hosting & Domain Fees \$200

6) Online and social media advertising for all the above \$4000

Chamber Of Commerce Of Truth Or Conseq & Sierra County

EIN: 85-0034905 | Truth Or Consequences, NM, United States

Form 990-N (e-Postcard) e

Organizations who have filed a 990-N (e-Postcard) annual electronic notice. Most small organizations that receive less than \$50,000 fall into this category.

> Tax Year 2018 Form 990-N (e-Postcard)

Tax Period:
2018 (07/01/2018 - 06/30/2019)

EIN:
85-0034905

Legal Name (Being Business as):
Chamber Of Commerce Of Truth Or
Conseq & Sierra County

Mailing Address:
207 S Foch Street
Truth or Consequences, NM 87901
United States

Gross receipts not greater than:
\$50,000

Organization has terminated:
No

Principal Officer's Name and Address:
Edward Townsend
207 S Foch Street
Truth Or Consequences, NM 87901
United States

Website URL:

> Tax Year 2017 Form 990-N (e-Postcard)

> Tax Year 2016 Form 990-N (e-Postcard)

- > [Tax Year 2015 Form 990-N \(e-Postcard\)](#)
- > [Tax Year 2014 Form 990-N \(e-Postcard\)](#)
- > [Tax Year 2013 Form 990-N \(e-Postcard\)](#)
- > [Tax Year 2012 Form 990-N \(e-Postcard\)](#)
- > [Tax Year 2011 Form 990-N \(e-Postcard\)](#)
- > [Tax Year 2010 Form 990-N \(e-Postcard\)](#)
- > [Tax Year 2008 Form 990-N \(e-Postcard\)](#)
- > [Tax Year 2007 Form 990-N \(e-Postcard\)](#)

Page Last Reviewed or Updated: 6-Sept-2019

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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	Office of Appeals	中文	Treasury Inspector General for Tax Administration
Help	Accessibility	Identity Theft Protection	한국어	USA.gov
Contact Your Local Office	Civil Rights	Report Phishing	Русский	
Tax Stats, Facts & Figures	Freedom of Information Act	Tax Fraud & Abuse	Tiếng Việt	
	No Fear Act			
	Privacy Policy			

HOME



Search Information

Entity Details

Business ID#: 280529
Entity Name: CHAMBER OF COMMERCE OF TRUTH OR CONSEQUENCES AND SIERRA COUNTY
DBA Name: Not Applicable
Status: Active
Standing: Good Standing
State of Incorporation: New Mexico
Statute Law Code: 53-8-1 to 53-8-99

Entity Type and State of Domicile

Entity Type: Domestic Nonprofit Corporation
Benefit Corporation: No

Formation Dates

Reporting Information

Period of Existence and Purpose and Character of Affairs

Outstanding Items

Report:

Fiscal Year End Date	Report Due Date	Extended Report Due Date	Reporting Year	Filing Fee	Penalty	Total
06/30/2020	11/15/2020		2020	\$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: 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 POCH STREET, TRUTH OR CONSEQ, NM 87901
Date of Appointment: 05/29/2013
Mailing Address: NONE
Effective Date of Resignation: NONE

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
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

5. OLD BUSINESS:

a. Discussion/Action: Application Review & Allocation Recommendation's for FY 2020/21.

- i. Chamber of Commerce.
- ii. [Veterans Memorial Park & Museum](#)
- iii. Sierra Arts Council – funding for brochure's

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

RECEIVED JUL 10 2020

FY: 2020/2021 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY MANAGER'S NO LATER THAN
July 10, 2020 by 5:00 PM

HELP SESSION: THURSDAY JUNE 25TH
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 56-2440106

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 2341216

Veterans Memorial Park and Museum

NAME OF NON-PROFIT ORGANIZATION

P.O. Box 472 / 996 South Broadway

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

9

NO. OF MEMBERS

07/08/20

DATE

Windy Barnes

CONTACT PERSON (Print or Type)

[Signature]

SIGNATURE

575-952-0484

TELEPHONE NUMBER

AMOUNT REQUESTED: \$5,524.28

AMOUNT AWARDED: _____ (For Board Use Only)

windyallenbarnes@gmail.com

E-MAIL

NAME OF EVENTS/PROJECTS: Veterans Memorial Park and Museum

DATES OF EVENTS/PROJECTS: All Year promoting Billboard of Veterans Memorial Park and Museum

School year field trips Visitors

LOCATION OF EVENTS: 996 South Broadway Truth or Consequences, NM,

I-25 WL 055MMP072 MP

HOW MANY PEOPLE ATTEND: 38,800
(Total)

89 percent
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: Sign in sheets, car counting, student roosters
of field trip visits

DESCRIBE THE EVENTS/PROJECTS: 14' 0" X 40' 0" Perm Bulletin,

Field trip Visits from Schools local and out of town

HOW WILL THE FUNDS BE USED? GIVE A PROPOSED BUDGET FOR YOUR ADVERTISING.
(EXAMPLE: RADIO, TELEVISION, NEWSPAPERS, BROCHURES, MAGAZINES, POSTERS, ETC.)

RECEIVED JUL 10 2020

	ESTIMATED EXPENSE
PRINT: <u>Standard lead Pencils</u>	\$ <u>550.00</u>
PUBLISH: <u>Billboard Sign on I-25</u>	\$ <u>3,374.28</u>
RADIO: _____	\$ _____
TELEVISION: _____	\$ _____
WEBSITE: <u>torcveteransmemorial.com</u>	\$ <u>1,200.00</u>
OTHER COSTS: <u>Copy paper, printer ink</u>	\$ <u>400.00</u>
_____	\$ _____

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

Billboard on I-25 year around, Students from Field Trip Visit will each receive a Pencil with our
name and Location on them

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", THE CITY OF TRUTH OR 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:



STATE OF NEW MEXICO

RECEIVED JUL 10 2020

MAGGIE TOULOUSE OLIVER

SECRETARY OF STATE

Certificate of Good Standing and Compliance

IT IS HEREBY CERTIFIED THAT:

VETERANS MEMORIAL PARK/MUSEUM

2341261

the above named entity, a Corporation incorporated under the laws of New Mexico, is duly authorized to transact business in New Mexico as a Domestic Nonprofit Corporation, under the

Nonprofit Corporation Act

53-8-1 to 53-8-99 NMSA 1978

having filed its Articles of Incorporation on April 23, 2003, and Certificate of Incorporation issued as of said date.

It is further certified that the fees due to the Office of the Secretary of State which have been assessed against the above named entity have been paid to date and the entity is in good standing and duly authorized to transact business as its existence has not been revoked in New Mexico. This certificate is not to be construed as an endorsement, recommendation, or notice of approval of the entity's financial condition or business activities and practices.

Certificate Issued: **July 9, 2020**

In testimony whereof, the Office of the Secretary of State has caused this certificate to be signed on this day in the City of Santa Fe, and the seal of said office to be affixed hereto.



Maggie Toulouse Oliver

**Maggie Toulouse Oliver
Secretary of State**

Certificate Validation #: 0037772

A certificate issued electronically from the New Mexico Secretary of State's office is immediately valid and effective. The validity of a certificate may be established by viewing the Certificate Validation option on the Business Filing System at <https://portal.sos.state.nm.us/bfs/online> and following the instructions displayed under Certificate Validation.

[HELP ⓘ](#)[MENU ☰](#)

[Home](#) > [Tax Exempt Organization Search](#) > **Veterans Memorial Park**

RECEIVED JUL 10 2020

[Back to Search Results](#)

Veterans Memorial Park

EIN: 56-2440106 | Truth Or Consequences, NM, United States

> **Other Names**

Determination Letter ⓘ

A favorable determination letter is issued by the IRS if an organization meets the requirements for tax-exempt status under the Code section the organization applied.

Determination Letter: [Determination Letter](#)

Publication 78 Data ⓘ

Organizations eligible to receive tax-deductible charitable contributions. Users may rely on this list in determining deductibility of their contributions.

On Publication 78 Data List: Yes

Deductibility Code: PC

Auto-Revocation List ⓘ

Organizations whose federal tax exempt status was automatically revoked for not filing a Form 990-series return or notice for three consecutive years. Important note: Just because an organization appears on this list, it does not mean the organization is currently revoked, as they may have been reinstated.

Exemption Type: 00

Exemption Reinstatement Date:

Revocation Date: 05-15-2010

Revocation Posting Date: 11-12-2012

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Form 990-N (e-Postcard) ⓘ

Organizations who have filed a 990-N (e-Postcard) annual electronic notice. Most small organizations that receive less than \$50,000 fall into this category.

> **Tax Year 2017 Form 990-N (e-Postcard)**

> **Tax Year 2016 Form 990-N (e-Postcard)**

> **Tax Year 2015 Form 990-N (e-Postcard)**

> **Tax Year 2014 Form 990-N (e-Postcard)**

> **Tax Year 2013 Form 990-N (e-Postcard)**

Page Last Reviewed or Updated: 6-Sept-2019

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Our Agency

About IRS

Work at IRS

Help

Contact Your Local
Office

Know Your Rights

Taxpayer Bill of
Rights

Taxpayer Advocate
Service

Accessibility

Resolve an Issue

Respond to a Notice

Office of Appeals

Identity Theft
Protection

Report Phishing

Other Languages

Español

中文

한국어

Русский

Related Sites

U.S. Treasury

Treasury Inspector
General for Tax
Administration

USA.gov

7/10/2020

Gmail - 2018 990n -Copy of payment receipt from 501(C)(3) CENTER, INC.

RECEIVED JUL 10 2020



Windy Barnes <windyallenbarnes@gmail.com>

2018 990n -Copy of payment receipt from 501(C)(3) CENTER, INC.

1 message

501c3 Center <support@501c3center.com>

To: Windy Barnes <windyallenbarnes@gmail.com>

Fri, Jul 10, 2020 at 7:14 AM

Below is the sales receipt provided to you by 501(C)(3) CENTER, INC.

501(C)(3) CENTER, INC.			Receipt
Transaction Type	Authorization	Amount	\$200.00
Card Type	Visa	Credit Card Number	...4877
Date & Time	07/09/2020 - 23:49 PDT		
Transaction ID	1496-3178		

Thank you for your order,
501(C)(3) CENTER, INC.



7/10/2020

Gmail - 2019 990n - Copy of payment receipt from 501(C)(3) CENTER, INC.



RECEIVED JUL 10 2020

Windy Barnes <windyallenbarnes@gmail.com>

2019 990n - Copy of payment receipt from 501(C)(3) CENTER, INC.

1 message

501c3 Center <support@501c3center.com>

To: Windy Barnes <windyallenbarnes@gmail.com>

Fri, Jul 10, 2020 at 7:12 AM

Below is the sales receipt provided to you by 501(C)(3) CENTER, INC.

501(C)(3) CENTER, INC.			Receipt
Transaction Type	Authorization	Amount	\$200.00
Card Type	Visa	Credit Card Number	...4877
Date & Time	07/09/2020 - 23:57 PDT	Authorization Code	099073
Transaction ID	PL0035813239		

Thank you for your order,
501(C)(3) CENTER, INC.



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

FY: 2020/2021 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY MANAGER'S NO LATER THAN
July 10, 2020 by 5:00 PM

HELP SESSION: THURSDAY JUNE 25TH
4:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # 56-2440106

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: 2341216

Veterans Memorial Park and Museum

NAME OF NON-PROFIT ORGANIZATION

P.O. Box 472 / 996 South Broadway

P.O. BOX OR STREET ADDRESS

Truth or Consequences, NM 87901

CITY, STATE & ZIP

9

NO. OF MEMBERS

11/09/20

DATE

Windy Barnes

CONTACT PERSON (Print or Type)


SIGNATURE

575-952-0484

TELEPHONE NUMBER

AMOUNT REQUESTED: \$2,282.64

AMOUNT AWARDED: _____ (For Board Use Only)

windyallenbarnes@gmail.com

E-MAIL

NAME OF EVENTS/PROJECTS: Veterans Memorial Park and Museum

DATES OF EVENTS/PROJECTS: All Year Billboard promoting the Veterans Memorial Park and Museum
and pamphlets to send out and pass out year around plus there sent out with chamber of commerce

LOCATION OF EVENTS: 996 South Broadway Truth or Consequences, NM,
I-25 WL 055MMP072 MP

HOW MANY PEOPLE ATTEND: 38,800
(Total)

89 percent
(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: Sign in sheets, car counting, student rosters
of field trip visits

DESCRIBE THE EVENTS/PROJECTS: 14' 0" X 40' 0" Perm Bulletin,
New designed Pamphlet to hand out in Chamblar Commerce packets and to put in different locations

HOW WILL THE FUNDS BE USED? GIVE A PROPOSED BUDGET FOR YOUR ADVERTISING.
(EXAMPLE: RADIO, TELEVISION, NEWSPAPERS, BROCHURES, MAGAZINES, POSTERS, ETC.)

	ESTIMATED EXPENSE
PRINT: <u>pamphlets</u>	\$ <u>1,106.64</u>
PUBLISH: <u>Billboard Sign on I-25 / new vinyl design</u>	\$ <u>1,176.00</u>
RADIO: _____	\$ _____
TELEVISION: _____	\$ _____
WEBSITE: _____	\$ _____
OTHER COSTS: _____	\$ _____
_____	\$ _____

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

Billboard on I-25 year around,
pamphlets we can send out when people call and inquirer about the wall the help promote T or C
Year around bring visitors to our town pictures our worth a million words.

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 "FUND IN PART BY TRUTH OR CONSEQUENCED LODGERS TAX", THE CITY OF TRUTH OR 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:

New Mexico/El Paso
1800 Airtech Court SE
Albuquerque, NM 87106
Phone: 505-255-4480
Fax: 505-268-4419

LAMAR
CONTRACT # 3516581

Date: 11/5/2020
New/Renewal: NEW
Account Executive: Tyler Evans
Phone: 505-255-4480

CONTRACTED BY AGENCY ON BEHALF OF ADVERTISER	
Customer #	131814-1
Name	VETERANS MEMORIAL PARK
Address	PO BOX 472
City/State/Zip	T OR C, NM 87901-0472
Contact	Windy Allen Barnes
Email Address	windyallenbarnes@gmail.com
Phone #	(575) 740-1650
Fax #	
P.O./Reference #	
Advertiser/Product	VETERANS MEMORIAL PARK
Campaign	

Production/Other Services							
Department	Plant	Production Type	Misc	Service Dates	# Billing Periods	Invest Per Period	Cost
Vinyl	298 New Mexico/El Paso	Vinyl to be produced and displayed on panel 20872		11/18/20	1	\$1,176.00	\$1,176.00
Total Production/Other Services Costs:							\$1,176.00

Special Considerations: In the case of litigation Bernalillo County will be the venue.

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solidum with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Media Buyer

(Officer/Title)

of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Agency/Buying Service:	VETERANS MEMORIAL PARK
Signature:	
	(signature above)
Name:	
	(print name above)
Date:	
	(date above)

Advertiser:	VETERANS MEMORIAL PARK
Signature:	
	(signature above)
Name:	
	(print name above)
Date:	
	(date above)

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

STANDARD CONDITIONS

1. Late Artwork: The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the Initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the Initial Service Date.

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

INITIALS



New Mexico/El Paso
1600 Airtach Court SE
Albuquerque, NM 87106
Phone: 505-255-4480
Fax: 505-268-4419



CONTRACT # 3516581

Date: 11/5/2020
New/Renewal: NEW
Account Executive: Tyler Evans
Phone: 505-255-4480

3. Payment Terms: Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.

4. Service Interruptions: If Lamar is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event Lamar is unable to deliver any portion of the service required in this contract, including buses in repair, or maintenance, this contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of Lamar for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. In the case of illumination, should there be more than a 50% loss of illumination, a 20% pro-rata credit based on four week billing will be given. If this contract requires illumination, it will be provided from dusk until 11:00p.m. Lamar may discharge this credit, at its option, by furnishing advertising service on substitute space, to be reasonably approved by Advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date. The substituted or extended service shall be of a value equal to the amount of such credit.

5. Entire Agreement: This contract, all pages, constitutes the entire agreement between Lamar and Advertiser. Lamar shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by Lamar of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.

6. Copy Acceptance: Lamar reserves the right to determine if copy and design are in good taste and within the moral standards of the individual communities in which it is to be displayed. Lamar reserves the right to reject or remove any copy either before or after installation, including immediate termination of this contract.

7. Termination: All contracts are non-cancellable by Advertiser without the written consent of Lamar. Breach of any provisions contained in this contract may result in cancellation of this contract by Lamar.

8. Materials/Storage: Production materials will be held at customer's written request. Storage fees may apply.

9. Installation Lead Time: A leeway of five (5) working days from the Initial Service Date is required to complete the installation of all non-digital displays.

10. Customer Provided Production: The Advertiser is responsible for producing and shipping copy production. Advertiser is responsible for all space costs involved in the event production does not reach Lamar by the established Service Dates. These materials must be produced in compliance with Lamar production specifications and must come with a 60 day warranty against fading and tearing.

11. Bulletin Enhancements: Cutouts/extensions, where allowed, are limited in size to 5 feet above, and 2 feet to the sides and 1 foot below normal display area. The basic fabrication charge is for a maximum 12 months.

12. Assignment: Advertiser shall not sublet, resell, transfer, donate or assign any advertising space without the prior written consent of Lamar.

INITIALS _____



LAMAR



ID# 868338001d

For reference purposes only. Actual structure configuration and appearance may vary.

Job Details:

Live Area Size: 140' X 48'
 Substrate: Hi-res Vinyl / Eco Flex
 Plant: 295 - Albuquerque/New Mexico/El Paso
 Artist: Shane Wells
 Monday, November 09 2020

Special Notes:

Image supplied
 Revision D as directed

© THIS DESIGN WAS CREATED BY LAMAR ADVERTISING AND CANNOT BE USED FOR ANY OTHER REVENUE PURPOSES WITHOUT WRITTEN PERMISSION.



M Graphics
404 Main Street
Truth or Consequence, NM 87901
United States

575-740-4526
moshekoenick.com

BILL TO
Veterans Memorial Park
Maggie

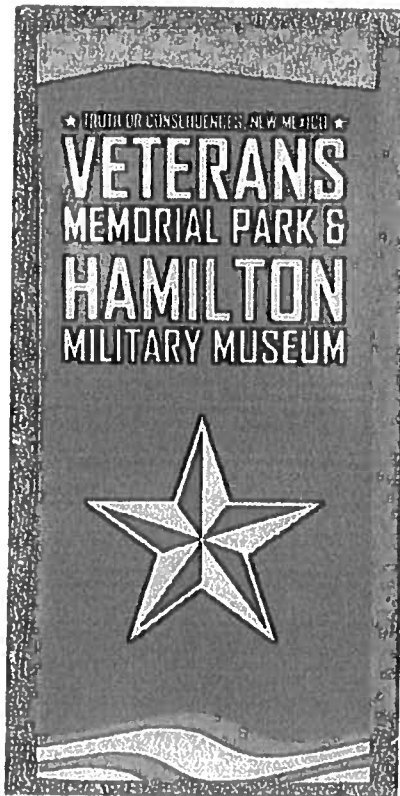
maggiea@valornet.com

Estimate Number: 46
P.O./S.O. Number: Brochure Update & Reprint
Estimate Date: October 25, 2020
Expires On: December 24, 2020
Grand Total (USD): \$1,106.64

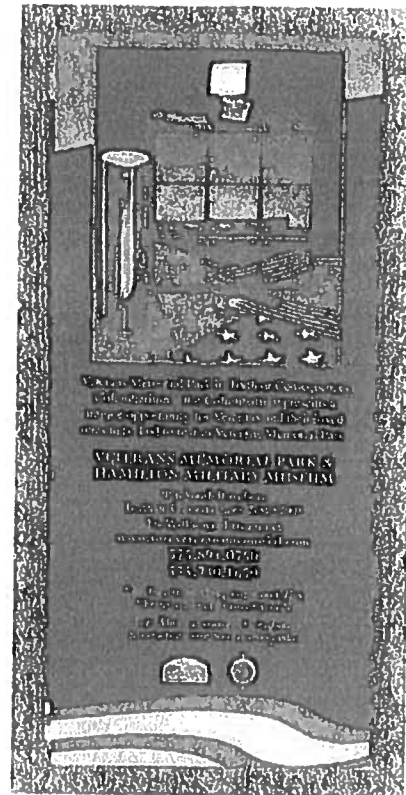
Product/Service	Quantity	Price	Amount
Graphic Design - Price per hour Update & order printed brochures	10	\$45.00	\$450.00
Photography Take new photos to use in brochure (1/2 day charge)	1	\$150.00	\$150.00
Misc Repeat customer & non-profit = Discounted/Donated time.	5	(\$45.00)	(\$225.00)
Printing - Price per piece Brochures SIZE: 9" x 16" FOLDING: Double Parallel Reverse Fold PAPER: 100 lb. Gloss Book (C2S) with Aqueous Coating PRINT TIME: Regular SHIPPING: UPS Ground (\$89.77 included)	5000	\$0.12899	\$644.95

Subtotal:	\$1,019.95
SC,NM tax 8.5%:	\$86.69
Total:	\$1,106.64
Grand Total (USD) :	\$1,106.64

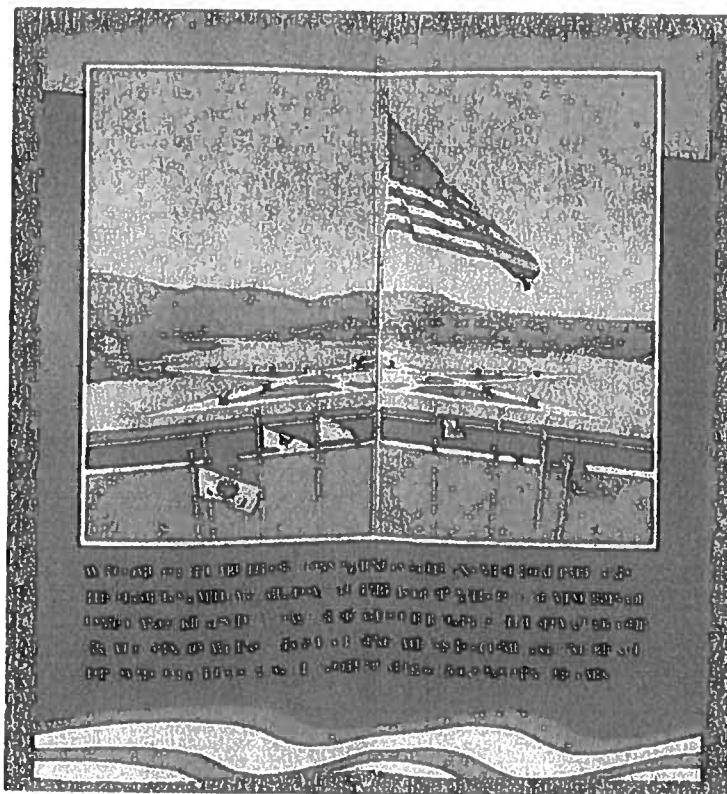
**OUTSIDE FRONT
FOLDED**



**OUTSIDE BACK
FOLDED**



INSIDE 1st 2-PANELS



5. OLD BUSINESS:

a. Discussion/Action: Application Review & Allocation Recommendation's for FY 2020/21.

- i. Chamber of Commerce.
- ii. Veterans Memorial Park & Museum
- iii. [Sierra Arts Council – funding for brochure's](#)



January 11th, 2021

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

RE: SCAC Lodgers Tax Application

Dear Jake:

I hope this New Year is looking good for you and yours. I know the world is looking for a better 2021. That is the hope I am sure.

I am forwarding to you and your Lodgers Tax advisory board a request to print brochures that was mentioned earlier in 2020. The Council is now ready to move forward and request Lodgers Tax support. The brochures will put T or C's galleries and the growing artistic mural projects around the city in a good light.

The first time visitor will pick one up at a gallery to learn what is ahead on their tour and perhaps spur an overnight stay to see more artwork. This will be especially valuable during the T or C Main Street's sponsored 2nd Saturday Art Hop.

Even with the ever growing digital world people still like to have a colorful brochure they can take to the hotel and even home to remind them to plan a return trip to Truth or Consequences, NM.

I am enclosing all required documents for your board's review. The Sierra County Arts Council represents approximately 142 members of the arts community here in T or C and Sierra County.

Thank you in advance for the opportunity to request T or C Lodgers Tax funding assistance.

Sincerely,

Cary 'Jagger' Gustin, President
SCAC Board of Directors

Cc: Morris Madrid, T or C City Manager
Kristin Saavedra, Admin Assist/CPO Finance Dept.

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

FY: 2020/2021 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CITY MANAGER'S NO LATER THAN
July 17, 2020 by 5:00 PM

HELP SESSION: THURSDAY JUNE 25TH
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, NM 87901
CITY, STATE & ZIP

142 JAN 11, 2021
NO. OF MEMBERS DATE
CARY "JAGGER" GUSTIN
CONTACT PERSON (Print or Type)
Cary Gustin
SIGNATURE
575-312-2050
TELEPHONE NUMBER
tailorhman53@yahoo.com
E-MAIL

AMOUNT REQUESTED: \$1409.97

AMOUNT AWARDED: _____ (For Board Use Only)

NAME OF EVENTS/PROJECTS: Reprint 2020-2021 SCAC membership brochure
Print Tore Murals brochure Print Tore galleries brochure

DATES OF EVENTS/PROJECTS: JAN - FEB 2021

LOCATION OF EVENTS: SCAC membership brochures are mailed to members and available to the general public at all visitor centers, the chamber of commerce, Genito Springs Museum, ALL tore galleries and art venues. Mural brochure and gallery brochure are distributed the same

HOW MANY PEOPLE ATTEND:

(Total)

(Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: FOR live Events SCAC uses a visitor poll sheet also stat counterservice that tracks website hits/visits

DESCRIBE THE EVENTS/PROJECTS: Printed brochures will be available for pickup by visitors during Tore's 2nd SAT. Art hop at all galleries and art venues as well as general business days shops/venues are open

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: 3 brochures, SCAC membership, galleries, murals

PUBLISH: _____

RADIO: _____

TELEVISION: _____

WEBSITE: _____

OTHER COSTS: Blue host website hosting 2021 billing

Domain Name Registration 2021-02-20 to 2022-02-20

ESTIMATED EXPENSE

\$1260.00

\$ _____

\$ _____

\$ _____

\$ _____

\$131.88

\$17.99

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

the Availability of brochures in TORE's historic district galleries/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 it way home as a reminder to come back. TORE residents pass the brochures to family and friends as a way to inform what's here and spur shopping opportunities for area merchants.

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", THE CITY OF TRUTH OR 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:

January 12th, 2021

Sierra County Arts Council

Proposed Budget for Printing brochures and Web hosting services

January—February 2021 Reprint SCAC membership
Brochure 11' x 8.5" 2 folds, 3 panels front and back
4 color process 250 copies \$130

January—February 2012 Print T or C Murals brochure
3 folds, 4 panels front and back 1000 copies \$650

January---February 2021 Print T or C Galleries brochure
2 folds 3 panels front and back 4 color process
1000 copies \$480

Blue Host Invoice for Sierra County Arts Council
Billing is for 3 years paid at once by SCAC credit card
Year 2021----- \$131.88

Domain name registration: sierracountyarts.org
From 2021-02-20 to 2022-02-20----- \$17.99

Total Budget: \$1409.87



October 9, 2020

**11" x 8.5" SCAC 2020 Membership brochure 2 folds, 3 panels
front and back 4 color process**

Quantity = 250

\$130

14" x 8.5" T or C Murals brochure three folds, 4 panels front and back

Quantity = 1000

\$650

**11" x 8.5" T or C Galleries brochure two folds, 3 panels Front and back
4 color process**

Quantity = 1000

\$480

**Sierra County Arts Council
P.O. Box 1924 T or C, NM 89701**



[Account Login](#)

Feb 5th, 2020

Notes to SCAC Invoice # 51933998

The Bluehost invoice for Sierra County Arts Council is for website hosting and Domain Name Registration

The billing is for 3 years Paid at once with SCAC C card

Hence the billing to T or C Lodgers Tax is split into 3 years

Year 2020--- \$149.87

Year 2021---- \$131.88

Year 2022----- \$131.88

Subtotal: \$413.63

Total: \$413.63

This will be billed as "sierracountyarts.org" on your credit card statement.

Account or Billing Questions?

All plans and products automatically renew approximately 15 days before the expiration unless you cancel. Some products, such as SEO services and SiteLock, renew 1 day prior to expiration. The renewal will be for the same term length and at the rates reflected in your Control Panel under My Account. The payment method you provide today, or we have on file, will be used for renewals, unless you change it or cancel. You may cancel at any time by calling customer support at 888-401-4678 or by logging into your account. Please note, if you purchased a Microsoft product, additional Microsoft terms apply.

BlueHost.com

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
<u>sierracountyarts.org</u>			
Domain Name Registration: from 2021-02-20 to 2022-02-20	20 Feb 2021	\$17.99/yr	\$17.99

subtotal **\$17.99**

tax: **\$0.00**

total: **\$17.99**



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 ⓘ

Organization Name



Search Term ⓘ

Sierra County Arts Council

City

Truth or Consequences

State

NM



Country

United States

**Search****Reset**[Search Tips](#)

Showing 1-1 results of 1

Sort by:

Name A-Z

**Sierra County Arts Council Inc**

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

Pub 78 Data

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: 6-Sept-2019

Share

Print



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	Office of Appeals	中文	Treasury Inspector General for Tax Administration
Help			한국어	

Contact Your Local Office	Accessibility	Identity Theft Protection	Русский	USA.gov
Tax Stats, Facts & Figures	Civil Rights	Report Phishing	Tiếng Việt	
	Freedom of Information Act	Tax Fraud & Abuse		
	No Fear Act			
	Privacy Policy			

Search Information

[Home](#)

Entity Details

Business 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**

State of Incorporation: **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: **P O BOX 1924, Truth or Consequences, NM 87901**

Principal Place of Business in
New Mexico: **203 MAIN 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: **CARY GUSTIN**

Geographical Location
Address:

Physical Address: **203 MAIN ST TRUTH OR
CONSEQUENCES, TRUTH
OR CONSEQ, NM 87901**

Mailing Address: **NONE**

Date of Appointment: **04/04/1995**

Effective Date of
Resignation:

Director Information

Title	Name	Address
Director	GARY GUSTIN	PO BOX 1924, Truth or Consequences, NM 87901
Director	SIDNEY BRYAN	PO BOX 1924, Truth or Consequences, NM 87901
Director	VIKKI NICHOLSON	PO BOX 1924, Truth or Consequences, NM 87901
Director	Andy Underwood	PO Box 1924, Truth or Consequences, NM 87901

Officer Information

Title	Name	Address
Secretary	REBECCA SPEAKES	PO BOX 1924, Truth or Consequences, NM 87901
President	Cary Gustin	203 Main Street, Truth or Consequences, NM 87901
Executive Vice President	Kim Artman	PO Box 1924, T Or C, NM 87901

Organizer Information

Not Applicable

Incorporator Information

No Records to View.

Trustee Information

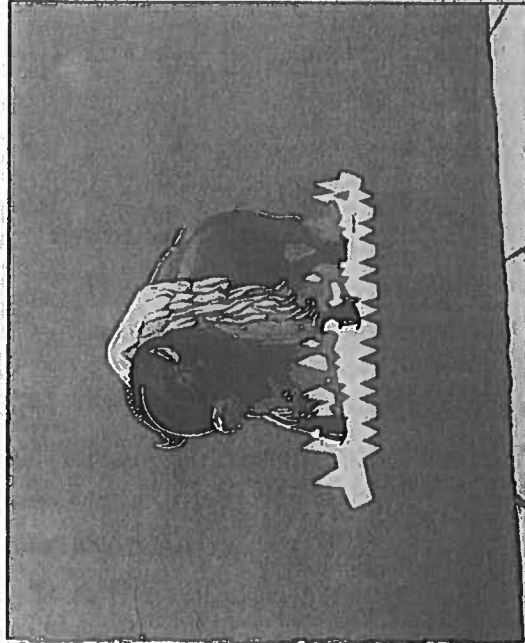
Not Applicable

Filing History

License History

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A GUIDE TO THE MURALS OF TRUTH OR CONSEQUENCES



Above: Bison on Sea Properties (map "L").

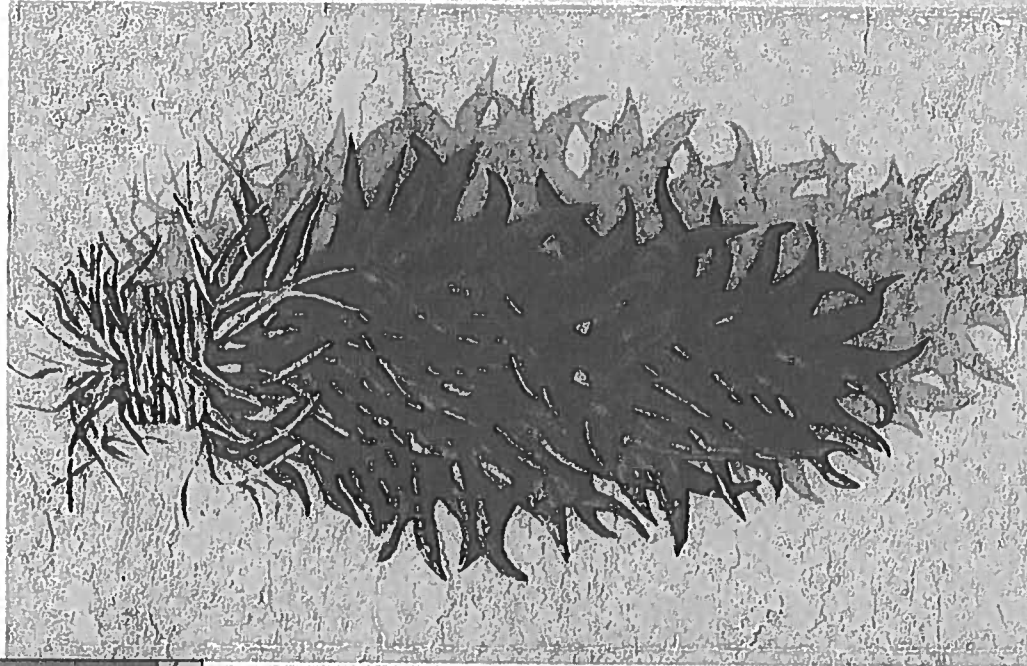


Right:
Water tower
(map "I").

Below:
Prospector on
Dirty Boots
Garage Gallery
(map "W").



ZIA GALLERY
Brochure Prepared by ZIA GALLERY



Ristra mural on El Faro restaurant
at 501 Broadway (see map "DD").

To say Truth or Consequences (T or C) is a bit quirky is an understatement. Even its name raises eyebrows and induces smiles. However, a large part of its "quirk" comes from the murals that adorn building walls, businesses, and outbuildings. From the interstate you can't miss the mural on the town's water tower, but scattered throughout this berg are more than 50 other pieces of public art that range from spiritual to Native American to historical, as well as just plain whimsical.

Regional as well as out-of-state artists have created the works that grace the walls of this historic mining town. Local Delmas Howe's huge flowers on the civic center have turned a rather ordinary building into a must-see. The entrance to the Grapevine Bistro on Broadway is surrounded by Native Americans on horseback, courtesy of Peter Bowles, of Great Britain. Patrons to the bistro often take photos of its wall, then turn around and photograph the colorful piece by Reed Rische across the

street at Ingo's Art Café. Bowles also painted "Millie's Doll," a two-story kachina doll on the 303 Gallery. On the Sea Properties building is a bison and pelicans, by David Larcom of Salida, Colorado.

You also can see his wildlife on the

Ace Lodge and the Wild Coyote Gallery, and a vehicle-themed work on the Dirty Boots Garage Gallery wall. His latest, a stallion, is at 601 Broadway on the Charles Motel. Next to Dust Gallery is a work by Ricardo Chavarria of Anthony; its op-art quality is mesmerizing.

In an alley off Broadway, Grace Bryan has created a tropical beach wall, just right for relaxing next to in the heat of summer. Mary Kinner Walker has left her mark all over town, most visibly the Marica McCoy studio, a bright green building with Walker's dancing blue turtles across the top, homage to nearby Turtleback Mountain.

On Austin Street nothing says New Mexico like the wall signed by Will Rannels, 1996. Its depictions of the desert and its flora and fauna have held up under the intense New Mexico sun. But sun isn't the murals' worst enemy; over the years, some business owners have painted over the art that was on their shops. Today, fortunately, most have an appreciation of the history and talent that have gone into these works of public art, and have left them in place.

T or C is a destination for hot-springers, who come to soak in one of the many thermal waters. But when their fingers begin to wrinkle, they can take to the streets to continue to soak up the atmosphere of this awesome town. And whether colorful, historical, realistic, anonymous, or signed, you never know when or where another piece of quirk will pop up.



A Delmas Howe flower mural
at the civic center (map "F").

A KEY TO THE MURALS

A ACE LODGE • 1302 Date St.

Roadrunner and mountain lion by David Larcom

B ROCKET INN • 605 Date St.

Rocket & outer space themes: Concept by Val Wilkes, Art by Grace Bryan

C SPECTRUM POTTERY • 411 & 413 Date St.

Surreal art of people and globe by Jim Pearson

D Building at the corner of 3rd & Date Streets

Geronimo portrait by David Larcom

E Shed at the corner of Library & 4th Streets

Whimsical decoration by Mary Kinninger Walker

F T or C CIVIC CENTER • 400 W. 4th St.

Large flowers (on 3 sides) by Delmas Howe

G GENE SPEER TENNIS COMPLEX • 200 W. 4th St.

Whimsical figural art by Dan Bern

H SIERRA COUNTY ADMINISTRATIVE BUILDING

• 100 Date St. Two large hand graphics created by the children of Sierra County

I WATER TOWER • Between Main & Foch Streets

Stylized Southwest subjects by Anthony Pennock

J DOG PARK • Intersection of Main, Date &

Broadway Sts. Gila Wilderness by Reed Rische

K RED PELICAN • 102 Main St.

Geronimo on blue pony & pelican by David Larcom

L SEA PROPERTIES • 108 Main St.

Bison & pelican by David Larcom

To I-25

Exit 75

M WILD COYOTE • 113 Main St.

Desert wildlife by David Larcom

N 303 GALLERY • 303 Main St.

Based on Kachina doll by gallery owner's mother, art by Peter Bowles

O Wall between DUST and PASSION PIE •

404 Main St. Op-Art by Ricardo Chavarría

P Building wall • 408 Main St. Native American

motif art by Peter Bowles

Q Back wall of SIERRA GRANDE • 500 block of

Main St. Mosaic & painted signage by Kathy Underwood

R BLUE FLAMES SMOKE SHOP • 603 Main St.

Blue flames graphic signed only as "S. K."

S MILITARY MUSEUM • 996 Broadway.

Military theme murals by Jia Apple

T MANZANO SCHOOL PLAYGROUND • Corner

Platinum & Broadway — Vegetables by Americorp NCCC

U Former Exotic Cactus Ranch • 1600 Broadway

Desert scene / images by Georgeanne Feltha

V SAM'S ROAD CREW CAFE • 1650 Broadway

Desert scene by Americorp NCCC

W DIRTY BOOTS GARAGE GALLERY • 540

Broadway. South side: Automotive art by David Larcom / North side prospector refreshed by Larcom

X BANK OF THE SOUTHWEST • 509 Broadway

Heritage portraits mosaic by an unknown artist

Y XOCHI BOOKS • 430 Broadway.

Several early archeological subjects by Terri

Z INGO'S ART CAFE • 420 - 422 Broadway.

Playful abstract figures by Reed Rische

South Broadway V

U T S

KK Building backs & fence • 400 block of Sims

Whimsical flowers & colors by Mary Kinninger Walker

LL 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

MM Building at 315 Austin

Southwest motif by Will Rannels

NN 500 block alley between Broadway & Austin

Tropical scene by Grace Bryan & 2 fantasy scenes by Mary Kinninger Walker

OO 400 block alley between Broadway & Austin

Tropical scene by Grace Bryan

PP Building at 326 VanPatten

Whimsical western subjects signed simply by "Marcia"

QQ Corner of Marr & Daniels.

Fantasy image on corrugated metal fence by Jia Apple

RR SWIMMING POOL on Charles

A variety of affixed graphics by various contributors

SS MORNING STAR OUTFITTERS • 421 Broadway

Desert lake scenic signage by Reed Rische

TT A LITTLE SLICE OF HEAVEN • 313 Broadway

Wall murals by Jia Apple, ceiling overhang by Reed Rische

UU PELICAN SPA • Corner Pershing & McAdoo

Colorful pelicans and dragon by David Larcom

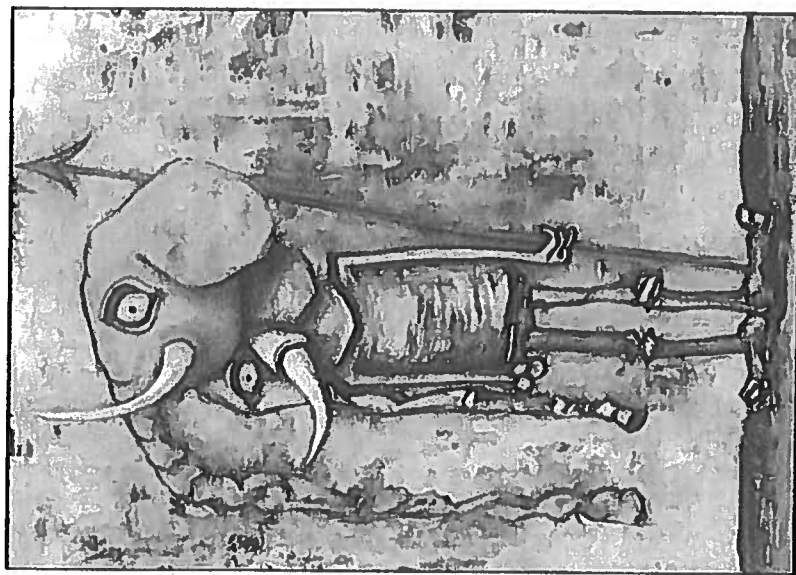
VV CHARLES MOTEL • 601 Broadway

Stallion by David Larcom

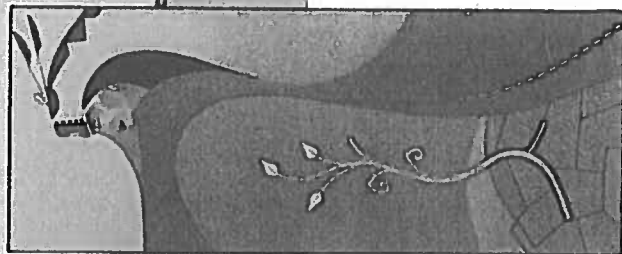
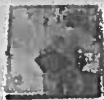
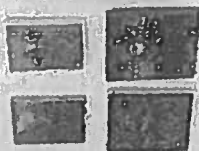
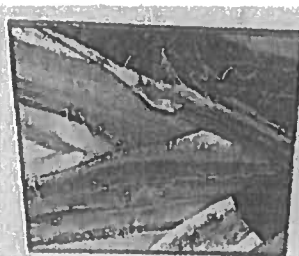
There are also examples of public art throughout the Historic Hot Springs District including "Joy," the metal sculpture steered by William Winkler at the corner of Pershing and Main, and the "Healing Waters" mosaic pool near the entrance to the Geronimo Springs Museum. Also watch for some very creative fences — especially at 602 Wynona, the 300 block of Riverside, and on the 400 block of Sims.

Your Guide to

THE GALLERIES T of C



Elephant Mask
by Kyle Cunningham
at Desert Archaic



Grandmother's Harvest
by Carlis Chee
at ZIA Gallery

Artwork of Nolan Winkler and
Noël Hudson on the walls of
Rio Bravo Fine Art Gallery
with a piece by Gregory
Graffwallner on the table.

Truth or Consequences is rapidly becoming recognized for its art community. The 22 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 rishta 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, Passion Pie, Point Blanc, and the real estate offices of Sea Properties. During the first and second Saturdays of each month, you can take in even more art—and music—during *Second Saturday Art Hop* and *First Saturday, Too*. 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.



Pine Needle Basket
by Durrae Johaneke
at ZIA Gallery



Breakthrough
by Jaswant Khalsa
at Light of the Soul



Pairs
by Vikki Nicholson
at Grapes Gallery

Read more produced courtesy of
ZIA GALLERY
14.5 Broadway
Truth or Consequences, NM

ON BROADWAY

- 1 A BLONDE MOMENT SALON & GALLERY**
512 Broadway — 575-740-1743
Fine Art and Jewelry
Open 10 to 6 / Tues. thru Sun.
- 2 ANGEL REMNANTS**
405-1/2 Broadway — 575-740-7378
Art, Angels, Gemstones, and more
(Call for hours)
- 3 DESERT ARCHAIC**
324 Broadway — 406-202-3867
Adornment and Fine Art
Open 10 to 5 / Fri. thru Sun.
- 4 DON PEPE'S GIFT SHOP**
110 Broadway — 575-894-0572
Gifts, Cards, Jewelry & More. It's Worth the Ride.
Open Noon to 5 / Wed. thru Sun.
- 5 DIRTY BOOTS GARAGE GALLERY**
530 Broadway — 575-740-0856
Lowbrow Art
(Call for hours)
- 6 FRIENDS of the MORNINGSTAR GALLERY**
421 Broadway — 575-894-8715
Where the Adventure Begins
Open 10 to 6 / Mon. thru Sat.
- 7 INGO'S ART CAFE**
422 Broadway — 575-551-8186
Local Creations from Young and Old
ingosartcafe.com
- 8 KOALA TEA CBD**
318 Broadway
A Rotating Selection of Art and Photography
Open 10 to 4 / Wed. thru Sat.
- 9 LOVE SHACK GALLERY**
520 Broadway — 575-779-3958
Paintings, Drawings, Sculpture, Natural-dyed Textiles, Leatherwork
- 10 RIO BRAVO FINE ARTS GALLERY**
110 Broadway — 575-894-00572
Works by H. Joe Waldrum & Selected SW Artists
Open Noon to 5 / Wed. thru Sun.
- 11 SUN GALLERY**
407-1/2 Broadway
Acrylic Paintings, Mosaic, Sculpture
Open 11 to 4 / Fri. thru Sun.

ON BROADWAY

- 12 ZIA GALLERY**
415 Broadway — 406-539-7017
Fine Art, Fiber Art, Functional Art
Open 10 to 5 / Wed. thru Sun.

ON MAIN STREET

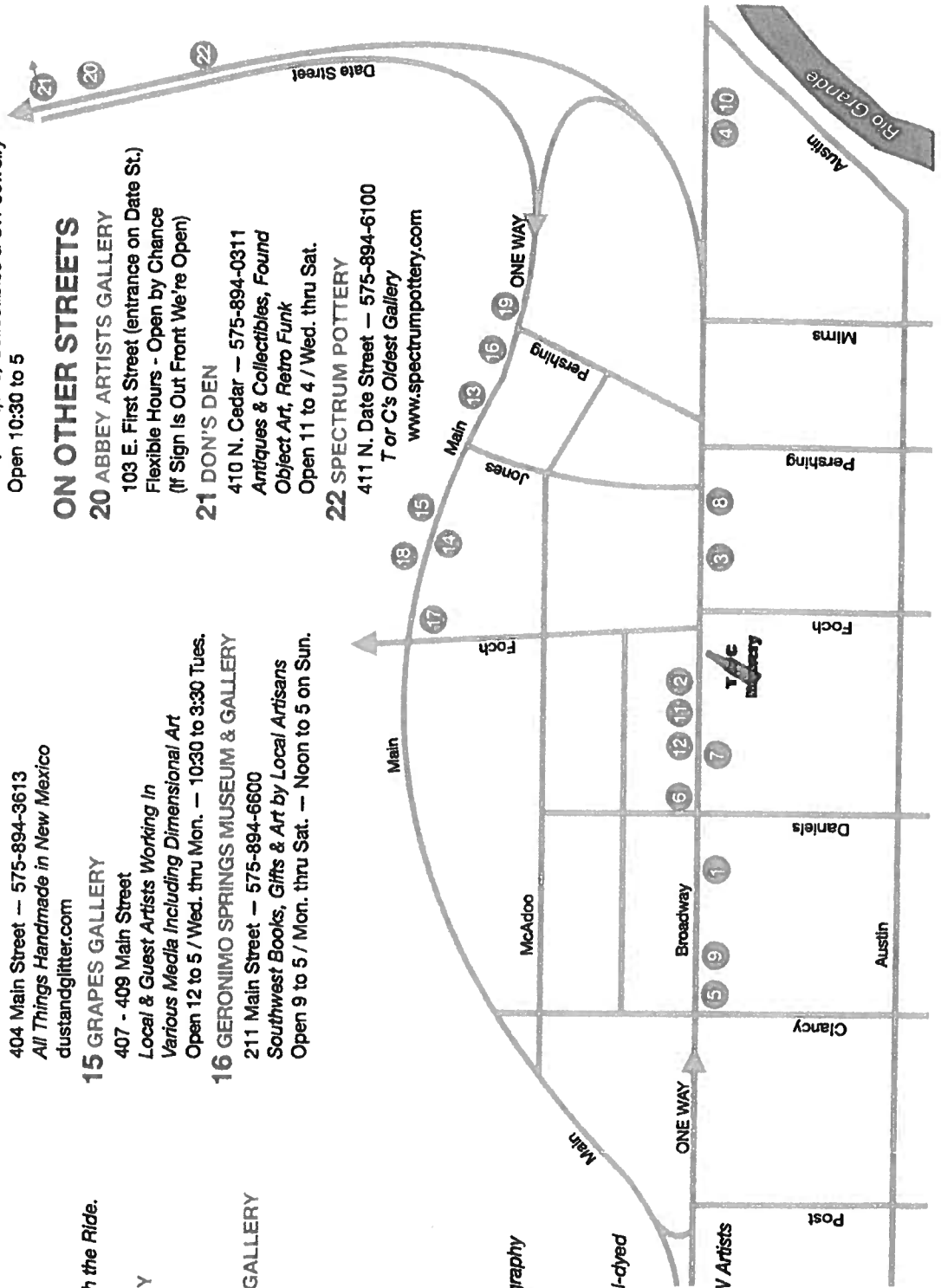
- 13 303 GALLERY**
303 Main Street — 281-615-9654
Art, Antiques, and Vintage Jewelry
Open 10 to 4 / Fri. & Sat.
- 14 DUST**
404 Main Street — 575-894-3613
All Things Handmade in New Mexico
dustandglitter.com
- 15 GRAPES GALLERY**
407 - 409 Main Street
Local & Guest Artists Working In Various Media Including Dimensional Art
Open 12 to 5 / Wed. thru Mon. — 10:30 to 3:30 Tues.
- 16 GERONIMO SPRINGS MUSEUM & GALLERY**
211 Main Street — 575-894-6600
Southwest Books, Gifts & Art by Local Artisans
Open 9 to 5 / Mon. thru Sat. — Noon to 5 on Sun.

ON MAIN STREET

- 17 MY FRIENDS' MINI ART GALLERY**
420 Main Street — 575-740-1685
The Cobblestone lady presents the art of her friends
Open 12:30 to 5:30 / Tues. thru Sat.
- 18 LIGHT OF THE SOUL GALLERY**
411 Main Street — 602-3592146
Abstract Figurative Paintings
Open Second Saturday 6 to 9
- 19 WILD COYOTE**
113 Main Street — 505-934-8425
Arts, Antiques, Collectibles & SW Jewelry
Open 10:30 to 5

ON OTHER STREETS

- 20 ABBEY ARTISTS GALLERY**
103 E. First Street (entrance on Date St.)
Flexible Hours - Open by Chance
(If Sign Is Out Front We're Open)
- 21 DON'S DEN**
410 N. Cedar — 575-894-0311
Antiques & Collectibles, Found Object Art, Retro Funk
Open 11 to 4 / Wed. thru Sat.
- 22 SPECTRUM POTTERY**
411 N. Date Street — 575-894-6100
T or C's Oldest Gallery
www.spectrumpottery.com



Join!

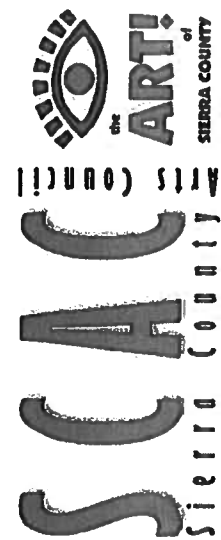
Sierra County Arts Council Membership Form

Memberships are for a calendar year and expire December 31st.

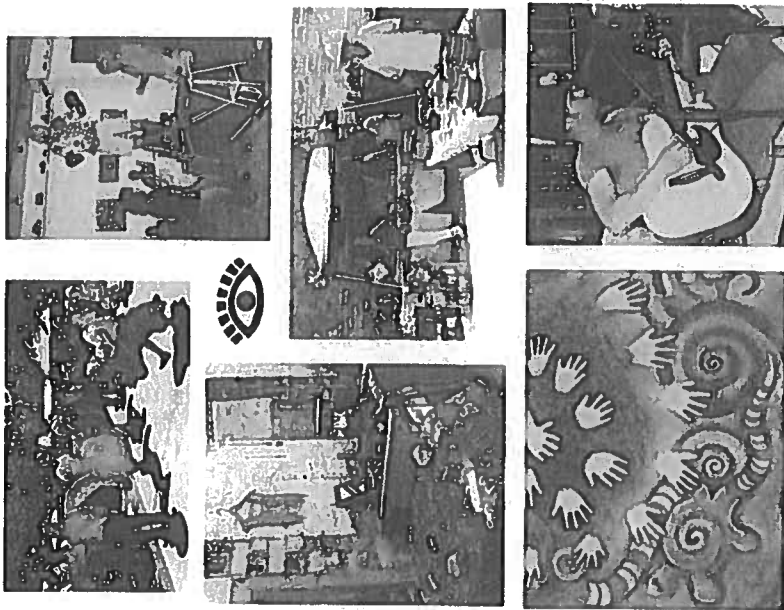
Check: ☐ Single \$24.00 ☐ Youth \$12.00 ☐ Family \$36.00 ☐ Senior (50+) \$18.00 ☐ Business \$48.00 ☐ Benefactor \$100.00 - \$499.00 ☐ Patron \$500.00+

Name _____ Address _____ Phone _____ email _____

Make checks payable to:
Sierra County Arts Council
P.O. Box 1924
Truth or Consequences,
New Mexico 87901
75-894-0615



See the Art of
Sierra County!



Be a Part of the ART of Sierra County

Our mission is to support artistic
and cultural diversity through
community partnerships and to
provide educational, artistic and
cultural opportunities to all
Sierra County residents.

Sierra County Arts Council is a 501 c (3)

Sierra County Arts Council
P.O. Box 1924
Truth or Consequences, NM 87901
www.sierracountyarts.org
575.894.0615
scacnewmexico@gmail.com

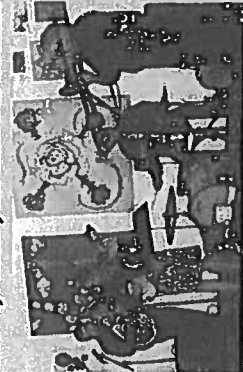


Paid for in part by Truth or Consequences Lodger's Tax



MUSIC

Sierra County Arts Council strongly supports the performance and promotion of music throughout Sierra County. Each year the Arts Council presents a



The Black Cat Trio

The Arts Council is a sponsor of Soakin' in the Blues, an annual two day blues festival which brings top local and regional blues bands to town.

Music Mix

Music Mix classical music series features a variety of chamber music as well as regional virtuoso artists of blues, jazz and classical music. These musical artists perform their artistry to appreciative audiences at Grapes Gallery.

STARLIGHT CONCERTS

The Sierra County Arts Council sponsors a music series in Kingston, NM at the Black Range Lodge's colorful pavilion. Enjoy an evening mix of music, refreshments and stars - both celestial and musical. The elevation of Kingston in the Gila offers superb stargazing.



Gabrielle Louise



Greg Albate Trio

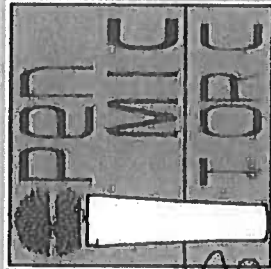
variety of styles - from classical to blues, from folk to rock, from New Age to country and western. Both local and traveling musicians are featured.



Fast Forward Trio



Southwest Chamber Winds



The Arts Council sponsors Open Mic monthly at Ingo's Art Cafe at 422 N. Broadway on the last Friday of the month. This event is open to the public and all are welcome to perform music, performance art, poetry, and/or spoken word. Or just come and enjoy!

Art Talks

Art Talks is an annual series of lectures and classes featuring local artists. The last Sunday of each year's first four months sees an accomplished artist lecturing on his or her career as an artist. Using words and images, their lectures reveal inspiring lifetime careers in art and personal expression.



Dore Barnett gives an Art Talks lecture at Rio Arriba

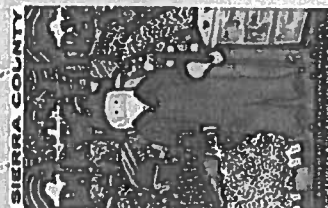
ARTISTS DIRECTORY

Founded in 2003, the Sierra County Artists Directory is an annual publication featuring Sierra County artists, arts locations, healing artists, hot springs & spas, artful eateries, artful adventures and art services.

It is published every April with updated listings in each category.

The Artists Directory is designed to aid tourists and local people alike in connecting with the world of art in Sierra County. The City or Truth or Consequences and the Sierra County map pages are easily located in the center of the Directory.

As colorful and fun as the people it represents, it tells a story of creativity and imagination in Sierra County.



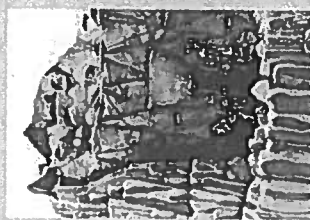
2018 Artists Directory

Artwork by Sue Soaring Sun

Public Art

Jeff Barbour, a local Recycled Art artist, designed a large-scale steel sculpture called Reed Rocket.

The Arts Council's first public art project was the colorful Las Palomas Fountain ceramic sculpture on Main Street. It celebrates our hot springs mineral water and historic surroundings through a multi-faceted fountain and canal system.



Las Palomas Fountain by Shad Heyman

EMERGING Artists

Sierra County Arts Council is dedicated to helping young emerging artists in Sierra County. The Arts Council works to assist art students in development and enjoyment of their artistic skills. In achieving this goal, the Arts Council directs funding to the middle school to purchase art materials for use in art classes.

The Arts Council annually awards \$1000.00 scholarships to graduating Sierra County seniors planning a career in the Arts.



Joy by B. Wm Winkler

HOT SPRINGS DISTRICT

87901 NEW MEXICO
T or C's Hot Springs, People, Landscape, Lakes & Rivers
Art & Architecture.

Available at:

Rio Bravo Fine Art Gallery
Geronimo Springs Museum
Black Cat Books & Coffee
Xochi's Bookstore & Gallery
Grapes Gallery
Sierra Grande Lodge & Spa



Full Color
140 Pages

6. NEW BUSINESS:

b. Discussion/Action: Recommendations to the LTAB for proposed changes to the “Lodgers Tax Funding Guideline’s Approved by City Commission 3/31/2019”.

i. LTFG Page 27

- a. Proposed change to page 5 of the LTFG.
- b. Proposed change to page 6 of the LTFG.
- c. Proposed change to page 7 of the LTFG.

ii. LTFG Page 28

- a. Proposed change to page 13 of the LTFG.
- b. Proposed change to page 20 of the LTFG.
- c. Proposed change to page 22 of the LTFG.

iii. LTFG Page 29

- a. ...continued; Proposed change to page 22 of the LTFG.

City of Truth or Consequences

Lodgers' Tax
Funding Guidelines
Approved by City Commission 3/13/2019

Table of Contents

• Overview of City Lodgers' Tax Ordinance	3
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• Eligibility	5
• Grant Agreement	6, 7
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• Payment Reimbursement Requirements	11
• Eligible and Ineligible Costs	12, 13
• Contractor Responsibilities	14
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Overview of Lodgers' Tax

- **Sec. 7-196. Title of article.**

- This article shall be known as and may be cited as "The Lodgers' Tax Ordinance." (Ord. No. 442, § 1, 8-12-96)

- **Sec. 7-197. Purpose of article.**

- The purpose of this article is to impose a tax which will be borne by persons using commercial lodging accommodations which tax will provide revenues for the purpose of advertising, publicizing and promoting tourist-related attractions, facilities and events, and acquiring, establishing and operating tourist-related facilities, attractions or transportation systems, as authorized in section 17 of this article.

- **Sec. 7-199. Imposition of tax.**

- There is hereby imposed an occupancy tax of **five percent** of gross taxable rent for lodging within the municipality paid to vendors.

Overview of Lodgers' Tax

Eligible Uses

- **Sec. 7-212. Eligible uses of lodgers' tax proceeds.**

- (a) The Municipality may use the proceeds from the tax to defray the costs of:
 - (1) collecting and otherwise administering the tax, including the performance of audits required by the Lodgers' Tax Act pursuant to guidelines issued by the Department of Finance and Administration;
 - (2) establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping, furnishing or acquiring real property or any interest in real property for the site or grounds for tourist-related facilities, attractions or transportation systems of the Municipality, the county in which the Municipality is located or the county;
 - (3) the principal of and interest on any prior redemption premiums due in connection with and any other charges pertaining to revenue bonds authorized by section 3-38-23 or 3-38-24 NMSA 1978;

Overview of Lodgers' Tax Eligibility

- (4) advertising, publicizing and promoting tourist-related attractions, facilities and events of the Municipality or county and tourist facilities or attractions within the area;
- (5) providing police and fire protection and sanitation service for tourist-related events, facilities and attractions located in the Municipality; or
- (6) any combination of the foregoing purposes or transactions stated in this section, but for no other municipal purpose.

Additionally: (#7 is not part of Sec. 7-212.)

- (7) ~~Grant~~ [Lodger's Tax](#) recipients are required to be nonprofits.
 - A current certificate of this status must be submitted with the ~~grant~~ [Lodger's Tax](#) application.
 - Subsequent changes in status must be reported to the Lodgers Tax Advisory Board.
- Lodgers Tax Board will consider holding back a portion of no more than 20% of the funds to be awarded later in the year.

Grant Application

- Applications are examined carefully as there are usually more requests for funds than are available.
- The application process normally starts in March or April by publishing notices that the City is accepting applications.
 - City Website
 - Local Newspapers
- Applications must be completely filled out and signed.
- A certificate or an online screenshot of nonprofit status must be submitted with the grant application for both the Internal Revenue Service (IRS) and the Office of the Secretary of State (SOS).

~~Applicant must submit previous year's audit report or internal/informal financial statement with application.~~

Commented [KS1]: Please remove as this only applies to Subrecipient.

- ***Application must have all of the above to be eligible for consideration.***

- Application(s) for annual funding must be completed and submitted by the deadline. Deadline is final, no other recourse is available. Other additional applications may be considered on a case by case basis, upon request.

Commented [KS2]: Isn't this section contradictory?

- The Lodger's Tax Advisory Board reviews the applications and makes recommendations to the City Commission for allocations.

- Applicants are invited to this meeting.

- The ~~City Commission~~ Lodger's Tax Board reviews the applications and ~~allocates~~ recommends allocations of the funds to the City Commission for final approval and allocations of funds at a regular City Commission meeting.

- Applicants are invited to this meeting.

Grant Agreement

- Lodgers' Tax contracts between the City and Contractor are for Advertising & Promotion.
- Section 2 of the Contract requires contractors to:
 - “Advertise, publicize and promote the City and its facilities as a tourism attraction. Such publicizing and promoting shall include but not be limited to the advertising of the Fairgrounds, Civic Center, Museums, Convention Center and other City and area resources and attractions.”
- The purpose of the Tax is to bring **OVERNIGHT** visitors to the City.
- No less than seventy-five percent (75%) of advertising budget (print, internet, billboard, TV, & radio) must be spent OUTSIDE of Sierra County.

Grant Agreement

- Promotion and advertising shall be adhered to per the approved application submitted by the Contractor and attached as 'Exhibit A' to the Grant Agreement.
- 'Exhibit A' shall be known as the 'Scope of Work' which represents the approved manner that the allocated funds can be spent.
- The contractor shall designate a representative and an alternate to serve as the point of contact and authorized representative to spend funds.
 - The representative may be called upon to attend Lodgers' Tax meetings or meet with city staff to answer questions regarding their activities and/or submittals.

Payment Reimbursements

- Print media, television ads, billboards, radio ads, and online ads of the Contractor which are paid for from Lodgers' Tax monies shall include the following:

- Paid in part by "Truth or Consequences Lodgers' Tax."
- Include the City of Truth or Consequences logo.
 - Please contact the City Clerk's office, torccclerk@torcnm.org for City logo.
 - Exceptions may be made in regards to exclusion of City Logo on small promotional items i.e. small pens or small key rings.



Payment Reimbursements

- Radio ads shall include the following verbiage:
 - Paid in part by Truth or Consequences Lodgers' Tax.
 - The invoice shall include the radio advertisement script.
- Websites – costs related to design and maintenance are eligible costs.
- Facebook and other Social Media – advertisements are allowable expenses.

Payment Reimbursements

- The City determines which expenditures are allowable and are in compliance with the purpose of this contract. (Sec. 4 a)
- If determined to be an eligible purchase, the City will pay the Contractor for reimbursement. (Sec. 4 b)
- Rejected payments can be submitted to the Lodgers Tax Board for consideration and recommendation for submission to the City Commission.

Payment Reimbursement Requirements

- All invoices must be presented to the City Manager's Office for review and approval.
- All funds must be spent and invoices turned into the City Manager's Office **no later than the last business day in May.**
- Invoices submitted after that date **WILL NOT BE PAID** and will be the responsibility of the Contractor.
- For advertisements and/or publications, provide an electronic or printed tear sheet. A **tear sheet** is a page cut or torn from a publication to prove to the client that the advertisement was published.
- Invoices, checks, and form amounts **that do not match, must include an explanation.** I.e. invoice is for \$525 and the allocation is \$500. The organization then pays \$25, an explanation must be included with the invoice.

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Just a suggestion for this to be underlined

Eligible Costs

Media placement: cost of insertion of ads in media including print, electronic, web/Internet and outdoor; rental of billboard, home page on the internet, information applied to Kiosks, and other automated forms of advertising.

Printing: cost of printing and distribution of promotional materials including media packets, promotional brochures, posters, etc. Reprints shall meet current criteria. In the case ad sales have been made on any brochures, vacation guides and similar publications, the Department requires reporting of revenue generated in ad sales and cost of printing, the difference is eligible reimbursement.

Registration fees and booth rental: costs for conferences where representation by the Organization is clearly a part of the marketing plan.

Ineligible Costs

Commissions: Advertising agency commissions

Fulfillment costs: Envelopes and supplies

Communications: Telephone expenses

Administration: Salaries, over-run, overhead, entertainment, meals, beverages, supplies, taxes and other categories, not specifically allowed in eligible costs.

Items for sale: Promotional items produced for sale such as Videos/CD's/DVD's, brochures, t-shirts, posters, calendars, etc.

Equipment: Any purchase of equipment and/or furnishings.

Eligible Costs

Video/CD-ROM/DVD's: Production of a community, partnership, or statewide promotional video/CD-ROM/DVD that is part of the organization's marketing effort for use in various broadcast media. **(The video/CD-ROM cannot be offered for sale.)**

Mailing lists: Cost for purchase of targeted marketing mailing lists.

Sales Missions and Trade Show participation: Costs for registration and booth space; Department sponsored; through the Department's Domestic and International tour trade programs when space is available and the Department opens participation.

Production costs: Costs of producing an advertisement, brochure, internet data and graphics, website development (including hosting), typesetting, photography, rendered art, purchase of trade show booth.

Fulfillment costs: Shipping as it applies to fulfilling requests for visitor information.

Public Relations: Public relation services related to tourism promotion.

Promotional Items: T-shirts, Key rings, pins, calendars, litter bags, posters, and similar items not to exceed 20% of the total amount funded.

Contractor Responsibilities

- It is the responsibility of the Contractor:
 - To keep a running total of their unused and available Lodgers' Tax award.
 - To assign a signatory authority and responsible financial representative.
 - To sign all reimbursement forms or requests for payment.
 - Requests must be submitted in writing using the City's form.
 - To notify the City their "remit to" address where they want the check sent.

Reimbursement Request Form

LODGERS' TAX REIMBURSEMENT REQUEST

A. Grantee: _____ Remit to: City of Truth or Consequences
B. Contact: _____ Attn: _____
Address: _____ 505 Sims Street
C. Reimbursement Request No. _____ FY: _____ Truth or Consequences, NM 87901

CATEGORY	Budget	Current Expenditures Requested for Reimbursement from Grant Funds	Cumulative Expenditures Total Current Request + Previous Grant Fund Expenditures	Remaining Project Balance
	Grant Funds	Grant Funds	Grant Funds	Grant Funds
Print				
Publish				
Advertise				
TV				
Radio				
Website				
Other Costs (Specify)				
TOTALS				

Under penalty of law, I certify that all the above expenditures are true and correct and are for appropriate purposes in accordance with the terms and conditions of the pertinent Grant and that payment has not been received.

Signature of Authorized Official	Typed or Printed Name	Date
----------------------------------	-----------------------	------

**LODGERS' TAX
REIMBURSEMENT REQUEST**

A. Grantee: Pie in the Sky Enterprises Remit to: City of Truth or Consequences

B. Contact: Jane Doe / 894-1234 Attn: Tammy Gardner

Address: 56 Skyline RD, T-or-C, NM 87901 505 Sims Street

Reimbursement Request 18/1 Truth or Consequences, NM

C. No. 1 FY: 9 87901

CATEGORY	Current Expenditures Requested for Reimbursement from Grant Funds		Cumulative Expenditures Total Current Request + Previous Grant Fund Expenditures	Remaining Project Balance Grant Funds
	Budget Grant Funds	Grant Funds		
Print	\$1,000.00			\$1,000.00
Publish	\$500.00			\$500.00
Advertise	\$1,500.00			\$1,500.00
TV	\$500.00			\$500.00
Radio	\$500.00			\$500.00
Website	\$1,000.00			\$1,000.00
Other Costs (Specify)				\$0.00
(Use these add'l 3 spaces to list special events.)				\$0.00
				\$0.00
TOTALS	\$5,000.00	\$0.00	\$0.00	\$5,000.00

Under penalty of law, I certify that all the above expenditures are true and correct and are for appropriate purposes in accordance with the terms and conditions of the pertinent Grant and that payment has not been received.

Signature of Authorized Official	Typed or Printed Name Jane Doe	Date 04/01/18
----------------------------------	-----------------------------------	------------------

Quarterly Work/Spending Report

LODGERS' TAX QUARTERLY WORK/SPENDING REPORT

NAME OF GRANTEE: _____

THREE MONTH PERIOD OF REPORT: _____ (month/day/yr) TO _____ (month/day/yr)

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

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

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

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

TASK _____ ANTICIPATED COMPLETION DATE _____

SIGNATURE _____ CONTACT PHONE NUMBER _____ DATE _____

Rev. 3/2015

Quarterly Work/Spending Report

- Reports are due by the 15th of the month following the quarter. First quarter (July, August, September) ends September 30th. Second quarter (October, November, December) ends December 31st. Third quarter (January, February, March) ends March 31st. Fourth quarter (April, May, June) ends June 30th.
- **Must submit a report even if no work has been done with an explanation of why work has not begun.**
- Reports are used to gauge activity and ensure grant compliance with agreement.
- **Failure to report can affect future grant funding requests, including reports with no activity that show no activity without an explanation.**
- ~~The Contractor shall be subject to losing 50% of a quarterly draw if the invoice is not submitted by the due date.~~

Please remove as this applies to Subrecipient. The only deadline is the last business day of May

Amendments

CAN

- Budget Categories*
 - Funds may be moved from one category to another category.
- Scope of Work*

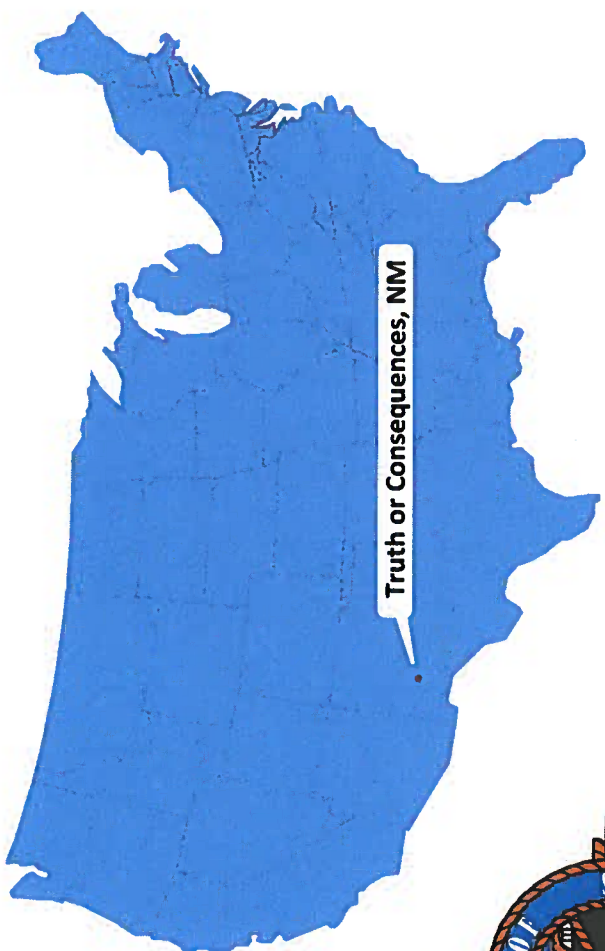
* Must have prior approval from the Lodgers' Tax Advisory Board and/or City Manager's Office.

CANNOT

- Request an extension of time.
- Request transfer of funds to another organization.

Contacts

- ~~Tammy Gardner, tgardner@torcnm.org Kristin Saavedra, kristins@torcnm.org , 894-6673 Ext. ~~320~~ 309~~
 - Review payment requests for compliance with agreements and forward eligible requests to Finance Office process compliant payments.
 - Submit copies of quarterly reports to City Hall.
 - (any other duties requested by the LT board)
- ~~Renee Cantin, rcantin@torcnm.org Angela Torres, atorres@torcnm.org , 894-6673 Ext. ~~301~~ 302~~
- ~~Lisa Gabaldon, Secretary lgabaldon@torcnm.org Dawn Barclay, dbarclay@torcnm.org 894-6673 Ext. ~~301~~ 304~~
 - Prepare meeting Agendas & Minutes
 - Forward quarterly and grant balance report to Lodgers Tax Advisory Board.



Lodgers Tax Board Fund Recommendations:

- Removed stipulation in the “cannot” section that states the organization cannot request an increase in funds

Lodgers Tax Board Fund Recommendations

01/31/2019 to be sent for Commission approval on 02/27/2019:

GRANT APPLICATION (pages 6 & 7):

- ADDED GRANT APPLICATION INFORMATION FROM SUBRECIPIENT GRANTS
- Application(s) for annual funding must be completed and submitted by the deadline. Deadline is final, no other recourse is available. Other additional applications may be considered on a case by case basis, upon request.
- The Lodger’s Tax Advisory Board reviews the applications and makes recommendations to the City Commission for allocations.
- Applicants are invited to this meeting.

- THE LODGER'S TAX ADVISORY BOARD REVIEWS THE APPLICATIONS AND MAKES RECOMMENDATIONS TO THE CITY COMMISSION FOR ALLOCATIONS.
 - APPLICANTS ARE INVITED TO THIS MEETING

GRANT AGREEMENT (page 8):

- THE PURPOSE OF THE TAX IS TO BRING OVERNIGHT VISITORS TO THE CITY

PAYMENT REIMBURSEMENT REQUIREMENTS (PAGE 13):

- All funds must be spent and invoices turned into the City Manager's Office **no later than the last business day in May.**
- Invoices submitted after that date **WILL NOT BE PAID** and will be the responsibility of the Contractor.

QUARTERLY WORK / SPENDING REPORT (page 20):

- FAILURE TO REPORT, CAN AFFECT FUTURE GRANT FUNDING REQUESTS, INCLUDING REPORTS WITH NO ACTIVITY.
- THE CONTRACTOR SHALL BE SUBJECT TO LOSING 50% OF A QUARTERLY DRAW IF THE INVOICE IS NOT SUBMITTED BY THE DUE DATE.

CONTACTS (page 22):

- Tammy Gardner, tgardner@torcnm.org, 894-6673 Ext. 320
- Lisa Gabaldon, Secretary lgabaldon@torcnm.org 894-6673 Ext. 301

03.30.21 - RECOMMENDATIONS TO LODGER'S TAX BOARD:

PG 5:

- Grant Lodger's Tax recipients are required to be nonprofits.
- A current certificate of this status must be submitted with the grant Lodger's Tax application.

PG 6:

PLEASE REMOVE BELOW SECTION AS THIS ONLY APPLIES TO SUBRECIPIENT

- Applicant must submit previous year's audit report or internal/informal financial statement with application.

PG 7:

Deadline is final, no other recourse is available. Other additional applications may be considered on a case by case basis, upon request.

Commented [K53]: Isn't this section contradictory?

- The Lodger's Tax Board City Commission reviews the applications and recommends allocates- allocations the- of funds at a regular City Commission meeting to the City Commission for final approval and allocation of funds.

PG 13:

Invoices submitted after that date WILL NOT BE PAID

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Just a suggestion for this to be underlined

PG 20:

- reports with no activity that show no activity without an explanation.

Please remove as this applies

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deadline is the last business day of May

- The Contractor shall be subject to losing 50% of a quarterly draw if the invoice is not submitted by the due date.

PG 22:

- Tammy Gardner, tgardner@torcnm.org, Kristin Saavedra, kristins@torcnm.org, 894-6673 Ext. 320 309
- Renee Cantin, rcantin@torcnm.org, Angela Torres, atorres@torcnm.org, 894-6673 Ext. 304 302

• ~~Lisa Gabaldon, Secretary~~ ~~lgabaldon@torcnm.org~~ ~~Dawn Barclay,~~
~~dbarclay@torcnm.org~~ ~~894-6673 Ext. 301~~ ~~304~~