

# Lodgers' Tax Agenda



**Chairperson**

Jack Robertson

**Members**

Oscar Gonzalez

Haily Hunter

Rachael Moon

April 14, 2021



## **City of Hobbs Lodgers' Tax Board**

**Jack Robertson**  
Tourist Industry Related

**Oscar Gonzalez**  
Member-At-Large

**Vacancy**  
Lodging Industry Related

**Rachael Moon**  
Tourist Industry Related

**Haily Hunter**  
Lodging Industry Related

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### **A G E N D A**

Agenda for the regular meeting of the Lodgers' Tax Board to be held on Wednesday, April 14, 2021, at 3:00 p.m., in the City Commission Chamber at City Hall, 200 East Broadway, 1<sup>st</sup> Floor Annex, Hobbs, New Mexico.

1. **Roll Call**

2. **Approval of Minutes:**

- Lodgers' Tax Board – Virtual Meeting of July 8, 2020

3. **Communications from Citizens**

Due to COVID-19, public comment may be provided in person at the meeting or may be submitted in writing to the Deputy City Clerk at [mmaldonado@hobbsnm.org](mailto:mmaldonado@hobbsnm.org) or faxed to (575) 397-9334 no later than 2:30 p.m., on April 14, 2021.

4. **Discussion**

- Financial Report

5. **Requests for Funding:**

- Economic Development Corporation of Lea County  
*Marketing of FlyHobbs Annual Campaign*
- City of Hobbs Rockwind Community Links  
*Marketing of Rockwind Community Links*
- City of Hobbs CORE  
*Marketing and Operations for the CORE*

T.S.

6. **Event Summary**
7. **Emergency Hearing**
8. **Adjournment**

*Notice is hereby given that a potential quorum of the Hobbs City Commission may be in attendance at this meeting.*

Minutes of the regular meeting of the Lodgers' Tax Board held on Wednesday, July 8, 2020, in Hobbs, New Mexico. This was a virtual meeting held by video conferencing and viewable to the public via Livestream on the City's website at [www.hobbsnm.org](http://www.hobbsnm.org).

The following members were present:

Haily Hunter  
Rachael Moon  
Jack Robertson  
Oscar Gonzalez

Also Present: Toby Spears, Finance Director  
Doug McDaniel, Recreation Director  
Lindsay Chism McCarter, CORE Marketing Coordinator  
Rocio Ocano, Assistant City Attorney  
Tanya Sanchez, Convention and Visitors Bureau  
Missi Currier, EDC of Lea County  
Jan Fletcher, City Clerk

Ms. Jan Fletcher, City Clerk, explained the guidelines issued by the New Mexico Attorney General's Office, Open Government Division (OGD), regarding virtual public meetings through video conferencing. She stated the following guidelines must be followed:

- At the start of the meeting, the Chair should announce the names of those Board members participating remotely.
- All members of the Board participating remotely must identify themselves when they speak and must be clearly audible to the other members of the Board and to the public.
- Members of the public should be afforded remote access, via livestream.
- The Chair should suspend discussion if the audio or video is interrupted.
- All votes of the Board must be a roll call vote.
- The Board should produce and maintain a recording of the open meeting.

For the record, it is noted that all of these guidelines were strictly followed during the entire Board meeting.

### **Approval of Minutes**

Ms. Rachael Moon moved that the minutes of the regular meeting held January 8, 2020, be approved as presented. Mr. Haily Hunter seconded the motion. Roll call vote was recorded as follows: Hunter yes, Moon yes, Gonzalez yes, Robertson yes. The motion carried unanimously.

### **Communications from Citizens**

The public was given the opportunity to submit public comments prior to the meeting in writing via email to the Deputy City Clerk at [mmaldonado@hobbsnm.org](mailto:mmaldonado@hobbsnm.org) or via fax to (575) 397-9334 by 2:30 p.m., on July 8, 2020. There were no public comments submitted.

### **Financial Report**

Mr. Toby Spears, Finance Director, presented the revenue report and explained the funding cycle and monthly Lodgers' Tax collections. He stated the ending balances as of June 30, 2020, are as follows:

Ending Cash Balance	\$1,816,486.97
Year to Date Expenditures	\$1,077,371.29
Available for Profit, Non-Profit & Public Entities	\$ 276,584.11
Available for Local Government (City and County)	\$1,243,192.97
Available for Fire, EMS & Sanitation	\$ 248,933.03
Available for Airline Subsidy	\$ 54,559.75

Mr. Spears stated the Annual Lodgers' Tax meeting scheduled for April 8, 2020, was cancelled due to the COVID-19 health pandemic as well as the meeting scheduled in May 13, 2020. Due to the current health situation, and the future of mass gatherings being unknown at this time, he stated the requests being presented today are not event related but specific to marketing only.

In response to Chairperson Jack Robertson's inquiry, Mr. Spears stated the duties of the Lodgers' Tax Board today are to hear the presentations and make recommendations to the Hobbs City Commission for funding.

### **Requests for Funding**

Presentations were made by the following organizations and recommendations were made by the Board as follows:

<p><b><u>Economic Development Corporation of Lea County</u></b> <i>Promotion of Airline</i> <i>Original Request: \$200,000.00</i> <i>Board Recommendation: \$200,000.00</i></p>
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Ms. Missi Currier, CEO of Economic Development Corporation of Lea County (EDC), stated the EDC is requesting funds in the amount of \$200,000.00 for the Fly Hobbs Marketing Campaign. She stated the EDC will be advertising in

Southeast New Mexico and West Texas counties within a 160-mile radius and will also target Denver and Houston, Texas. Ms. Currier stated the Fly Hobbs Marketing Campaign will promote services, increase ridership and decrease leakage to other markets. She reviewed the request of the EDC for Lodgers' Tax Marketing Funding for FlyHobbs, some background information, the Visitor Industry Benefit of FlyHobbs and the use of Lodgers' Tax Funds.

In reply to Mr. Oscar Gonzalez' question, Ms. Currier stated the ASI line item were intended as give-a-ways for the Lea County Fair. She stated give-a-ways will be purchased and utilized locally. Mr. Spears stated this is allowable as long it stays within the Lodgers' Tax guidelines. He stated it is not necessary for an amendment to the request but the Commission will be aware of the change.

Mr. Gonzalez moved that the funding to the EDC be forwarded to the Hobbs City Commission for consideration in the amount of \$200,000.00 for the Fly Hobbs Marketing Campaign. Ms. Hunter seconded the motion and roll vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried.

**City of Hobbs - Rockwind Community Links**

*Annual Advertising and Promotions for Rockwind Community Links*

*Original Request: \$65,100.00*

*Board Recommendation: \$65,100.00*

Mr. Doug McDaniel, Parks Director, stated the City of Hobbs Rockwind Community Links is requesting funds in the amount of \$65,100.00 for the Annual Advertising and Promotions for Rockwind Community Links. He stated Rockwind Community Links is currently ranked No. 2 in New Mexico in Golfweek's Best Courses You Can Play List. Mr. McDaniel stated the goal is to attract golfers to build the total number of rounds played, and to reach those who can travel, stay and play. He reviewed the history of golf rounds and stated the rounds of golf played have decreased due to the COVID-19 health pandemic. Mr. McDaniel stated this request has been revised from \$79,900.00 to \$65,100.00.

Following a short discussion regarding events held at Rockwind Community Links, Ms. Moon moved that the funding to the City of Hobbs Rockwind Community Link be forwarded to the Hobbs City Commission for consideration in the amount of \$65,100.00 for Annual Advertising and Promotions for Rockwind Community Links. Mr. Gonzalez seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried.

**City of Hobbs – CORE**  
**Annual Advertising and Promotions for the CORE**  
*Original Request: \$103,862.50*  
*Board Recommendation: \$103,862.50*

Ms. Lindsay Chism McCarter, Marketing Director, stated City of Hobbs CORE is requesting funds in the amount of \$103,862.50 for the Annual Advertising and Promotion for the CORE. She stated the multi-generational recreation facility was built as a quality-of-life enhancement for Lea County residents and an economic development driver for Hobbs, as it brings in visitors from the region. Ms. McCarter reviewed the details of the request for advertising and promotion of the CORE.

Ms. Hunter moved that the funding to the City of Hobbs CORE be forwarded to the Hobbs City Commission for consideration in the amount of \$103,862.50 for Annual Advertising and Promotions for the CORE. Ms. Moon seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried.

**City of Hobbs - Convention and Visitors Bureau**  
**New Mexico True Grant**  
*Original Request: \$35,345.00*  
*Board Recommendation: \$35,345.00*

Ms. Tanya Sanchez, Tourism Development Coordinator, stated the City of Hobbs is requesting funds in the amount of \$35,345.00 for a grant match with the New Mexico True Grant to partner with the New Mexico Tourism Department to market outside the region to help the growth of Hobbs and Lea County. She stated the grant will help promote Rockwind Community Links, Zia Park, CORE and FlyHobbs with the New Mexico Magazine writers and will include social and digital media.

Ms. Hunter moved that the funding to the City of Hobbs Convention and Visitors Bureau be forwarded to the Hobbs City Commission for consideration in the amount of \$35,345.00 for the New Mexico True grant match. Ms. Moon seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried.

In response to Ms. Moon's questions, Ms. Sanchez stated the City will market the City of Hobbs Rockwind Links, Zia Park Casino Hotel & Racetrack, City of Hobbs CORE and Fly Hobbs via social media. The social media that will be utilized is

Facebook, Twitter and Instagram. Ms. Sanchez stated the pictures taken by the vendor will be owned by the City.

In response to Chairperson Robertson's inquiry, Mr. Spears stated the Lodgers' Tax funds currently being recommended to the Commission are for FY 2021. He stated before funds can be spent, a contract will need to be in place for allocation of the funds. Mr. Spears stated contracts for service contain a clause if the service is not rendered, there will not be reimbursement for services.

### **Event Summary**

There were no Event Summaries presented to the Board.

### **Adjournment**

There being no further business or comments, Chairperson Robertson moved that the meeting adjourn. Ms. Moon seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried. The meeting adjourned at 4:10 p.m.

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Chairperson



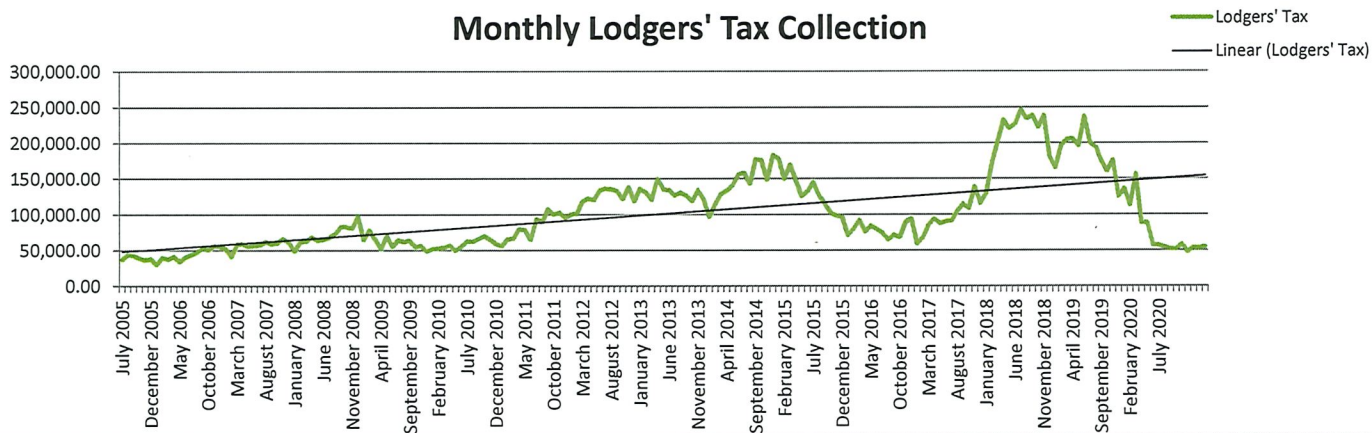
# FINANCIAL REPORT

Non Profit/For Profit Entities 2022 Funding Quarterly Request:		FY 2022 Requested Funding	FY 2021 Approved Funding	Category
	EDC - Airline Subsidy	-	393,000.00	airline - all general fund
1	EDC - Promotion of Airline	200,000.00	206,160.00	airline
	<b>TOTAL ALLOCATION FOR EDC</b>	<b>200,000.00</b>	<b>599,160.00</b>	
	City of Hobbs- Hobbs Firefighter Combat Challenge			local govt
2	City of Hobbs-Rockwind Golf Course Marketing	67,400.00	159,075.00	local govt
3	CORE (Marketing)	98,400.00	103,862.50	local govt
	CORE (Operating)	500,000.00	500,000.00	local govt
	<b>TOTAL ALLOCATION FOR LEA COUNTY/CITY OF HOBBS</b>	<b>665,800.00</b>	<b>762,937.50</b>	
	City of Hobbs - Fire and Police (15% allocation)	90,000.00	90,000.00	security
	<b>TOTAL REQUESTED ALLOCATION</b>	<b>955,800.00</b>	<b>1,452,097.50</b>	

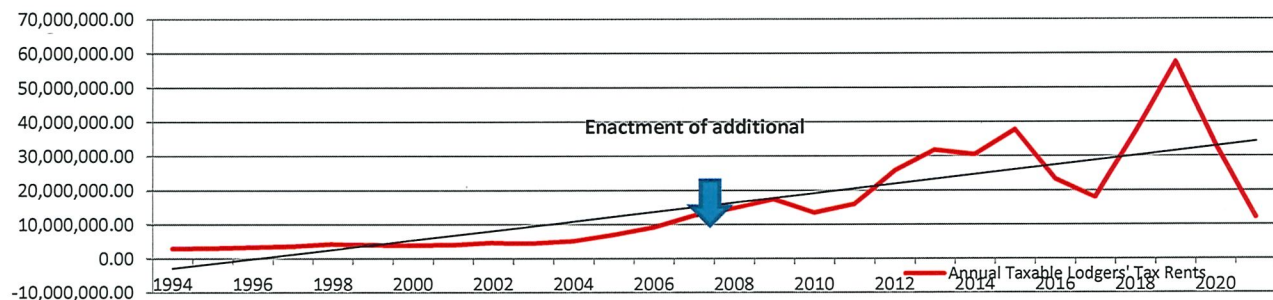
Ordinance Caps:	3-31-2021	2022	Requested	Anticipated	Requested	
	Beginning Cash	Cap Amount	2022 Amount	Carryover 2021	(Under)/Over Cap/Cash	
Security and Sanitation (15%)	-	90,000.00	90,000.00		-	
Non-Profit/For Profit/Public Entity (20%)	372,861.51	120,000.00			492,861.51	
City and County (40%)	781,667.44	240,000.00	665,800.00	279,501.00	76,366.44	Carryover 244,156 plus 35,345 NM true
Airline (25%)	-	150,000.00	200,000.00		(50,000.00)	request over
<b>TOTAL</b>	<b>1,154,528.95</b>	<b>600,000.00</b>	<b>955,800.00</b>		<b>519,227.95</b>	



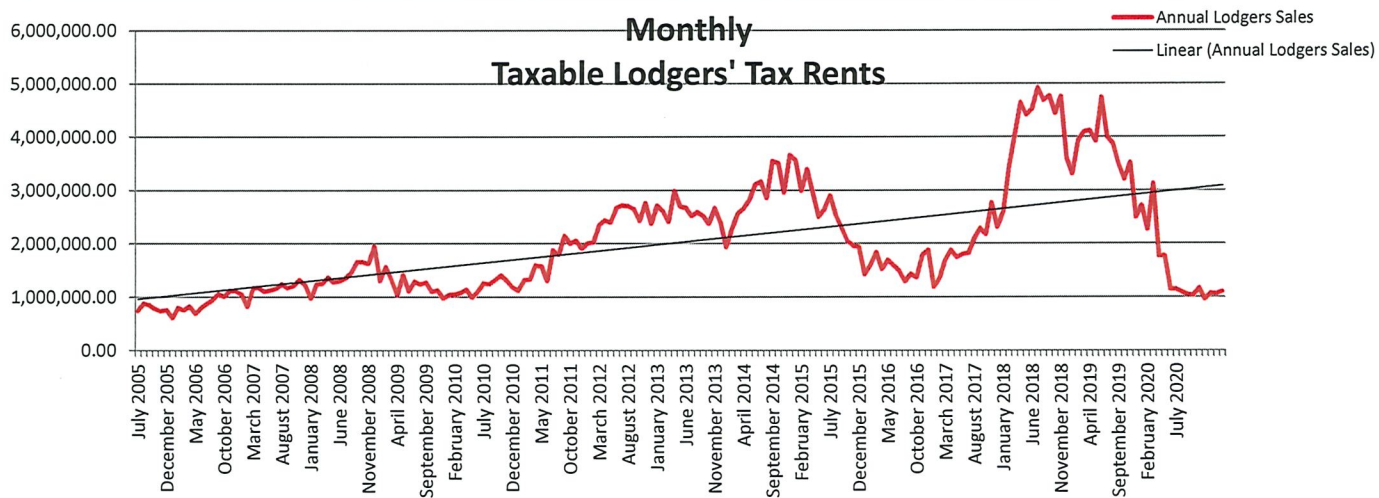
### Monthly Lodgers' Tax Collection



### Annual Taxable Lodgers' Tax Rents



### Monthly Taxable Lodgers' Tax Rents



CITY OF HOBBS LODGERS' TAX PROGRAM						
3/31/2021						
	AWARD					
	PROJECT	DATE	AMOUNT	ACTUAL EXPENSE	ACTUAL OUTSTANDING GRANT	CATEGORY
3/31/2021	CASH BALANCE				1,154,528.95	
Proof of Cash:						
	Beginning Cash Available for Profit, Non-Profit, and Public Entities (20%)				276,584.11	NP
	TOTAL REMAINING ALLOCATION FOR PROFIT, NON-PROFIT AND PUBLIC ENTITIES		428,549.81	0.00	0.00	
Add:	20% Monthly Tax Revenue (starting April 1st, 2013)				96,277.40	
	Cash Available for Allocation				372,861.51	
	Beginning Cash Available for Local Government (City and County) (40%)				772,651.28	
21-1	ROCKWIND COMMUNITY LINKS - 2021	7/6/2020	159,075.00	5,000.00	154,075.00	
21-2	C.O.R.E - 2021 - MARKETING	7/6/2020	103,862.50	19,975.90	83,886.60	
21-3	C.O.R.E - 2021 - OPERATING	7/6/2020	500,000.00	375,000.00	125,000.00	
20-27	CITY OF HOBBS - MARKETING/BRANDING CAMPAIGN	3/2/2020	250,000.00	5,844.00	244,156.00	
	TOTAL REMAINING ALLOCATION FOR LOCAL GOVERNMENT		1,012,937.50	405,819.90	607,117.60	
Add:	40% Monthly Tax Revenue (starting April 1st, 2013)				192,554.79	
	Cash Available for Allocation				422,286.84	
	Beginning Cash Available for Fire, EMS, Sanitation (15%)					
	TOTAL REMAINING ALLOCATION FOR CITY OF HOBBS POLICE AND FIRE		90,000.00	72,208.05	17,791.95	
Add:	15% Monthly Tax Revenue (starting April 1st, 2013)		388,937.78	72,208.05	388,937.78	
	Cash Available for Allocation				371,145.83	
	Beginning Cash Available for Airline subsidy (25%)				0.00	
20-23	EDC - 2020 AIRLINE SUBSIDY (Marketing)		500,000.00	499,999.92	0.08	
20-24	EDC - 2020 AIRLINE SUBSIDY (Marketing) - DENVER PROMO	10/9/2019	99,160.00	99,160.00	0.00	
21-4	EDC - 2020 AIRLINE SUBSIDY (Marketing)	7/6/2020	599,160.00	599,160.00	0.00	
21-5					0.00	
Add:	25% Monthly Tax Revenue (starting April 1st, 2013)			648,229.64	120,346.75	
	TOTAL REMAINING ALLOCATION FOR AIRLINE SUBSIDY			1,846,549.56		
	Cash Available for Allocation				(1,292.76)	

EDC  
OF  
LEA COUNTY/  
FLYHOBBS

“FlyHobbs Marketing Campaign ”



**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2021 - 06/30/2022**

**RECEIVED**

MAR 17 2021

OFFICE OF THE CITY CLERK  
 HOBBS, NEW MEXICO

The City of Hobbs and the Hobbs City Commission wish to ensure that your events have the greatest chance of success. The following guidelines have been adopted by the City Commission to outline procedures for the annual expenditures of Lodgers' Tax funds.

1. The City of Hobbs is accountable to the City Commission for Lodgers' Tax Funds and is responsible for the placement of any orders involving expenditures of Lodgers' Tax funds. The table below details eligible & non-eligible expenses per Ordinance # 1052

Eligible	Non-Eligible
Professional Performance Fees	Administrative Office Overhead
Sound and Lighting as Related to Performance	Website Costs
Advertising/Promotion Items	Real Property
Sanitation	Tangible Property
Sanction Fees	

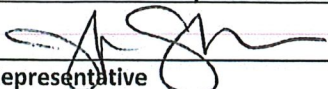
For internal control purposes of lodgers' tax funds, the organization must provide valid proof of expenditures and contracts. Cash transactions by the organization (eg: cash currency payments to individuals) will not be considered valid. All invoices and contracts must be legible. The Finance Department may ask the organization to provide a W-9 for a vendor, cleared check, bank statement or other documentation to determine whether or not the transaction is valid for lodgers' tax. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Hobbs Lodgers' Tax Fund.**

2. The organization requesting Lodgers' Tax funding shall designate a representative to serve in the capacity of spokesperson for that organization. The representative or designee must make all attempts to attend the Lodgers' Tax meeting or City Commission meeting as appropriate when requesting funding to answer questions.
3. All Requests for Proposal's (RFP's) for Lodgers' Tax **annual** funding must be received by **March 19th, 2021**. (This is to include all events to occur during the period indicated above for which your organization is requesting funding.)
4. A proposed budget must be submitted with the RFP for annual Lodgers' Tax funding explaining how fees and other revenues are to be used and include a detailed list of estimated expenses for any and all events on an annual basis.
5. Event Summaries from prior year funding will be required during the annual presentation process. Event summaries should include the number in attendance, the number of overnight stays and the actual revenue and expenditures. **Any unspent funding at the end of the funding cycle (05/01/2021-06/30/2022) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2022.**
6. In addition to the above listed criteria, organizations requesting funding may be asked to provide the following information:

- Proof of non-profit status and copy of last years IRS form 990
- Proof of agency good standing with the NM Corporation Commission
- Proof of Workers-Comp or Liability Insurance Coverage

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

**I have read and fully understand the above guidelines for the Lodgers' Tax Funding.**

  
 Representative

EDC of Lea County /FlyHobbs  
 Name of Organization

3-17-2021  
 date

**Request for Lodgers' Tax Assistance  
Contact Information**

Organization	Economic Development Corporation of Lea County
Name of Contact	Jennifer Grassham, Interim President & CEO/ Geni Cavanaugh, Dir. of Marketing & Comm. Outreach
Address	200 E. Broadway, Suite A-201
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	(575) 397-2039
email	jennifer@edclc.org/ geni@edclc.org

**Event Budget**

		Event 1	Event 2	Event 3	Event 4	Event 5	Total	
	<b>Income</b>	Sponsorships						
Sales							-	
Donations							-	
Prior Year Carryover							-	
Other (please explain)							-	
<b>Total Income</b>			-	-	-	-	-	-
		Event 1	Event 2	Event 3	Event 4	Event 5	Total	<b>NON - LODGERS' TAX</b>
<b>EXPENSE (NON- LODGERS' TAX</b>	Cost of Sales Items						-	
	Cost of Awards						-	
	Building/Booth Rent						-	
	Advertising	*Please see attached budget					-	
	Printing & Mailing						-	
	Print Media						-	
	Electronic Media						-	
	Misc. _____ (Please explain) _____						-	
<b>Total NON- LODGERS' Exp.</b>		-	-	-	-	-	-	

**Lodgers' Tax Budget Summary**

	Event 1	Event 2	Event 3	Event 4	Event 5	Total	<b>LODGERS' TAX</b>
Printing	-	-	-	-	-	-	
Print Media	35,249.16	-	-	-	-	35,249.16	
Electronic Media	139,045.80	-	-	-	-	139,045.80	
Other	25,705.04	-	-	-	-	25,705.04	
<b>TOTAL LODGERS' TAX REQ. SUMMARY</b>	200,000.00	-	-	-	-	200,000.00	

Instructions: Please complete all areas of BLUE that apply. Lodgers' Tax Budget Summary must reconcile to Event Details



## Lodgers' Tax Budget - Event Number 1 Event Information

<b>Name of Event</b>	FlyHobbs Marketing Campaign
<b>Date</b>	July 1,2021- June 30, 2022 with a 12 month average cost of \$16,667.00 per month
<b>Location</b>	SENM and West TX Counties within a 160 mi radius, Houston and Denver Target markets
<b>Description</b>	This request is for marketing/advertising funds for the 21-22 FlyHobbs Annual Campaign for both Houston and Denver service to promote the service, increase ridership, and decrease leakage to other regional markets. Please see attached information.

<b>Expected Attendance</b>		<b># of Overnighters</b>		
<b>Is this an annual event?</b>	Yes	<b>Is this a new event?</b>	No	

### PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
	Posters (save-the-date)				-	Flyers Tickets	
Programs			-				-
	<b>SUBTOTAL</b>				<b>SUBTOTAL</b>		
	Cost	Quantity	Total				
Mailings			-		<b>TOTAL PRINTING COSTS</b>		
					-		

### PRINT MEDIA

	Name	# of ads	Cost	Total
	Newspaper	Various Regional Print Media within Cachment of 160 mi. radius	384	Avg. \$91.80 per unit
				-
		<b>SUBTOTAL</b>		<b>35,249.16</b>
Magazine/Other				-
				-
		<b>SUBTOTAL</b>		-

**TOTAL PRINT MEDIA 35,249.16**

### ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
	Radio	Regional Radio covering SENM,WTX cachment area	5578	Avg. \$7.00 per unit
				-
				-
Social Media/Streaming	Paid FB/IG Google ads with Geo fencing In DEN/HOU/SENM/WTX with geofencing to target markets	12	\$8333.19 per month	99,998.28
				-
				-
	<b>TOTAL ELECTR. MEDIA</b>			<b>139,045.80</b>

### OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.) Other: (please list)				-
				-
				-
				-
	One-time regional /National FH Event sponsorships	12	*see attached budget	25,705.04
	Misc /ASI promotional Items			-
				-

**TOTAL OTHER EXPENSE 25,705.04**

<b>TOTAL REQUEST FOR EVENT 1</b>	<b>200,000.00</b>
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Instructions: Please complete all areas of BLUE that apply.



## EDCLC Request for Lodgers Tax Marketing Funding for FlyHobbs

Scheduled United Airlines service to Lea County Regional Airport is critical to the growth and viability of Hobbs' hospitality industry and our overall economy. A large percentage of guests in local hotels use the air service to travel to Hobbs. Marketing of the FlyHobbs service helps sustain flights and can significantly elevate ridership, which directly manifests into increased demand for lodging and other locally-provided goods and services. The Economic Development Corporation of Lea County (EDCLC) is requesting \$200,000, at an average of \$16,667.00/month, in Lodgers Tax funding to support both the daily Houston United Airlines flights and the Denver flight, once it is reinstated. These funds will be leveraged with a New Mexico Department of Transportation Aviation Division matching grant to help increase awareness and ridership, while reinforcing the convenience for both business and leisure travel to support quality of life/quality of place initiatives within Lea County.

### **Background Information:**

The current United Airlines service began in July of 2011 as the result of a collaborative initiative that began in early 2008 between the EDCLC, City of Hobbs (COH), Lea County and other community organizations to bring air service to Lea County Regional Airport.

Because of the strong linkage of air service to the visitor industry, lodgers tax funding has been used for marketing the air service and to assist with the airline subsidy and to continue to bring business travelers for the energy and other industries in the region. FlyHobbs marketing and ridership are critical to the growth and vitality of Hobbs' hospitality industry and local GRT that is generated from this service. Lodger's Tax support is required in order to effectively carry out that marketing. In 2014, the New Mexico Department of Transportation Aviation Division partnered with the University of Arizona conducted a study to analyze FlyHobbs' economic impact to the region. At that time with 17,000 enplanements, FlyHobbs was bringing \$19 million to the region. With the extraordinary growth of enplanements over the last five years until the pandemic hit on March 2020, the estimated impact in 2019 was at \$25 million with over 54,000 enplanements. We believe that the investment in advertising the convenience of having the service for business and leisure travel in the region has had a great impact on the branding of FlyHobbs in our target markets.

### **Marketing and Promotion Plan**

The EDCLC will aggressively market United Airlines flights' ridership through a multi-faceted marketing campaign directed at the Greater Denver and Houston hub markets, Southeast New Mexico (SENM) counties, as well as the adjacent West Texas (WTX) counties that use these service hubs to come to Hobbs and SENM for work and as a gateway to NM tourism.

The FY2021-2022 marketing plan includes:

- Expanded focus on alerting travelers of the restoration of the Denver service
- Information on the current and expanding Houston schedule
- For the business traveler, convenience of FlyHobbs air service to get to the region faster
- For the leisure traveler, quality of place benefits for our residents provided by expanded travel
- Outreach to various energy corporate travel and HR contacts on the convenience of the FlyHobbs flights to the Permian/Delaware Basin for business as compared to other regional carriers.

EDCLC's staff has strong experience in marketing, graphics design, social media, research and other subject areas important to planning and implementation of an effective campaign to expand ridership of the current Houston service and the restoration of the Denver service. A professional advertising agency, Wilson-Binkley was retained in December 2016 to 1) help us develop and sharpen traditional, social media, and streaming advertising, 2) identify the most productive initial target sectors, and 3) to help us measure results. Utilizing the EDCLC and Wilson-Binkley's research, as well as passenger origination data provided by Airplanners LLC, in 2019-20 we identified key initial target sectors for marketing travel between Both Houston and Denver and the SENM/WTX market: energy, renewable energy, and medical travel. Social media and potential streaming services channels were recommended as strategies that will give the campaign room to pivot based on where data is proving strongest.

The social media marketing component has been significantly expanded from pre-pandemic levels, with geofencing target areas from origination and destination flights in the region on Facebook and Instagram, coupled with proposed advertising on select streaming services in radio and TV in the SENM/WTX, Denver and Houston markets. Measurement tools such as Google Analytics and AdWords are employed to gauge results and direct any needed changes in marketing focus to travel trends. This ongoing campaign also involves traditional media such as radio, print and electronic billboards.

In addition, the EDCLC staff carries out a comprehensive campaign of educating the public about FlyHobbs service through regional community outreach. Staff will conduct many face-to-face visits with government agencies, site selectors for prospective new business opportunities, energy sector corporate executives, travel agencies, and corporate travel centers within the scope of our work as an organization to further the Fly Hobbs brand. The staff meets regularly with regional Chambers of Commerce and is in close contact with COH/CVB and the hoteliers in the region to get feedback within the hospitality industry in Hobbs and Lea County to ensure that the FlyHobbs brand is able to support and respond to trends and opportunities within the industry.

CITY  
OF  
HOBBS

“Marketing of Rockwind Community Links ”



**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2021 - 06/30/2022**

The City of Hobbs and the Hobbs City Commission wish to ensure that your events have the greatest chance of success. The following guidelines have been adopted by the City Commission to outline procedures for the annual expenditures of Lodgers' Tax funds.

1. The City of Hobbs is accountable to the City Commission for Lodgers' Tax Funds and is responsible for the placement of any orders involving expenditures of Lodgers' Tax funds. The table below details eligible & non-eligible expenses per Ordinance # 1052

Eligible	Non-Eligible
Professional Performance Fees Sound and Lighting as Related to Performance	Administrative Office Overhead
Advertising/Promotion Items	Website Costs
Sanitation	Real Property
Sanction Fees	Tangible Property

For internal control purposes of lodgers' tax funds, the organization must provide valid proof of expenditures and contracts. Cash transactions by the organization (eg: cash currency payments to individuals) will not be considered valid. All invoices and contracts must be legible. The Finance Department may ask the organization to provide a W-9 for a vendor, cleared check, bank statement or other documentation to determine whether or not the transaction is valid for lodgers' tax. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Hobbs Lodgers' Tax Fund.**

2. The organization requesting Lodgers' Tax funding shall designate a representative to serve in the capacity of spokesperson for that organization. The representative or designee must make all attempts to attend the Lodgers' Tax meeting or City Commission meeting as appropriate when requesting funding to answer questions.
3. All Requests for Proposal's (RFP's) for Lodgers' Tax **annual** funding must be received by **March 19th, 2021**. (This is to include all events to occur during the period indicated above for which your organization is requesting funding.)
4. A proposed budget must be submitted with the RFP for annual Lodgers' Tax funding explaining how fees and other revenues are to be used and include a detailed list of estimated expenses for any and all events on an annual basis.
5. Event Summaries from prior year funding will be required during the annual presentation process. Event summaries should include the number in attendance, the number of overnight stays and the actual revenue and expenditures. **Any unspent funding at the end of the funding cycle (05/01/2021-06/30/2022) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2022.**
6. In addition to the above listed criteria, organizations requesting funding may be asked to provide the following information:

- Proof of non-profit status and copy of last years IRS form 990
- Proof of agency good standing with the NM Corporation Commission
- Proof of Workers-Comp or Liability Insurance Coverage

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

**I have read and fully understand the above guidelines for the Lodgers' Tax Funding.**

Ben Kirkes  
 Representative

Rockwind Community Links  
 Name of Organization

3/17/2021  
 date

**Request for Lodgers' Tax Assistance  
Contact Information**

Organization	City of Hobbs - Rockwind Community Links
Name of Contact	Ben Kirkes - Golf Professional & General Manager
Address	5001 Jack Gomez Blvd.
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	575-397-9297
email	bkirkes@hobbsnm.org

**Event Budget**

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships						-
	Sales						-
	Donations						-
	Prior Year Carryover						-
	Other (please explain)						-
	<b>Total Income</b>		-	-	-	-	-

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items						-
	Cost of Awards	-					-
	Building/Booth Rent						-
	Advertising	10,600.00					10,600.00
	Printing & Mailing	5,800.00					5,800.00
	Print Media						-
	Electronic Media						-
	Misc. (Please explain)						-
	Tournament Exp.	22,600.00					22,600.00
	Pro Am Contracts	20,250.00					20,250.00
<b>Total NON- LODGERS' Exp.</b>		59,250.00	-	-	-	-	59,250.00

NON -  
LODGERS'  
TAX

**Lodgers' Tax Budget Summary**

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	-	-	-	-	-	-
Print Media	-	-	-	-	-	-
Electronic Media	-	-	-	-	-	-
Other	67,400.00	-	-	-	-	67,400.00
<b>TOTAL LODGERS' TAX REQ. SUMMARY</b>	67,400.00	-	-	-	-	67,400.00

LODGERS'  
TAX

Instructions: Please complete all areas of BLUE that apply. Lodgers' Tax Budget Summary must reconcile to Event Details

# Lodgers' Tax Budget - Event Number 1

## Event Information

<b>Name of Event</b>	Rockwind Community Links Advertising and Promotions
<b>Date</b>	Year Round (May, 2021 - June 2022)
<b>Location</b>	Regional and local
<b>Description</b>	Marketing and promotion expenses related to the advertising, marketing and promotion of Rockwind Community Links, currently ranked #2 on Golfweek's List of Best Courses You Can Play in New Mexico. Marketing efforts will focus on SE New Mexico/west Texas.

<b>Expected Attendance</b>	30,000/mo	<b># of Overnights</b>	200/mo	
<b>Is this an annual event?</b>	On-going	<b>Is this a new event?</b>	No	

### PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
	Posters (save-the-date)				-	Flyers	
Programs			-	Tickets			-
	<b>SUBTOTAL</b>				<b>SUBTOTAL</b>		
	<b>Cost</b>	<b>Quantity</b>	<b>Total</b>		<b>TOTAL PRINTING COSTS</b>		
Mailings			-				-

### PRINT MEDIA

	Name	# of ads	Cost	Total
	Newspaper	Funded by Rockwind Adv. Budget		
				-
<b>SUBTOTAL</b>			-	
Magazine/Other	Funded by Rockwind Adv. Budget			-
				-
	<b>SUBTOTAL</b>			-
<b>TOTAL PRINT MEDIA</b>				-

### ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
	Radio	Funded by Rockwind Adv. Budget		
				-
Television				-
Social Media				-
				-
<b>TOTAL ELECTR. MEDIA</b>				-

### OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees				-
Sound and Lighting Costs				-
Sanction Fees	Media events travel writer visits	3	1,500.00	4,500.00
Promotional Items (eg: tshirts, rings, etc.)	On Course Strategies PR/Marketing	1	54,000.00	54,000.00
	Anniv. Golf Tourn. Gift Bag Items	108	50.00	5,400.00
Other: (please list)	Dallas Golf Expo (August 2021)	1	3,500.00	3,500.00
				-
				-
				-
				-
<b>TOTAL OTHER EXPENSE</b>				<b>67,400.00</b>

**TOTAL REQUEST FOR EVENT 1**

**67,400.00**

Instructions: Please complete all areas of BLUE that apply.



CITY  
OF  
HOBBS

“Marketing and Operations for the CORE ”



**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2021 - 06/30/2022**

The City of Hobbs and the Hobbs City Commission wish to ensure that your events have the greatest chance of success. The following guidelines have been adopted by the City Commission to outline procedures for the annual expenditures of Lodgers' Tax funds.

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Advertising/Promotion Items	Real Property
Sanitation	Tangible Property
Sanction Fees	

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**I have read and fully understand the above guidelines for the Lodgers' Tax Funding.**

Lindsay Chism McCarter  
 Representative

Center of Recreational Excellence - CORE  
 Name of Organization

3/15/2021  
 date

**Request for Lodgers' Tax Assistance  
Contact Information**

Organization	Center of Recreational Excellence - CORE
Name of Contact	Lindsay Chism McCarter
Address	4827 N. Lovington Hwy.
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	575-393-2673
email	lchism@hobbsnm.org

**Event Budget**

		Event 1	Event 2	Event 3	Event 4	Event 5	Total	
<b>Income</b>	Sponsorships						-	
	Sales						-	
	Donations						-	
	Prior Year Carryover						-	
	Other (please explain)						-	
	<b>Total Income</b>	-	-	-	-	-	-	-
<b>EXPENSE (NON- LODGERS' TAX</b>		Event 1	Event 2	Event 3	Event 4	Event 5	Total	
	Cost of Sales Items						-	<b>NON - LODGERS' TAX</b>
	Cost of Awards						-	
	Building/Booth Rent						-	
	Advertising						-	
	Printing & Mailing	62,400.00					62,400.00	
	Print Media						-	
	Electronic Media	36,000.00					36,000.00	
	Misc. _____ (Please explain) _____						-	
							-	
<b>Total NON- LODGERS' Exp.</b>	<b>98,400.00</b>	-	-	-	-	-	<b>98,400.00</b>	

**Lodgers' Tax Budget Summary**

	Event 1	Event 2	Event 3	Event 4	Event 5	Total	
Printing	-	-	-	-	-	-	<b>LODGERS' TAX</b>
Print Media	62,400.00	-	-	-	-	62,400.00	
Electronic Media	36,000.00	-	-	-	-	36,000.00	
Other	-	-	-	-	-	-	
<b>TOTAL LODGERS' TAX REQ. SUMMARY</b>	<b>98,400.00</b>	-	-	-	-	<b>98,400.00</b>	

Instructions: Please complete all areas of BLUE that apply. Lodgers' Tax Budget Summary must reconcile to Event Details

## Lodgers' Tax Budget - Event Number 1 Event Information

<b>Name of Event</b>	CORE Marketing and Advertising
<b>Date</b>	Year Round (May, 2021 - June 2022)
<b>Location</b>	Regional and local
<b>Description</b>	Promotion of the 158,000 sq. ft recreation facility that has so much to offer for individuals, families, of all ages and interests. The wide-reach of the promotion will ensure the local Lea County residents & guests are aware, as well as those in the region.

<b>Expected Attendance</b>	30,000/mo	<b># of Overnighters</b>	200/mo	
<b>Is this an annual event?</b>	On-going	<b>Is this a new event?</b>	No	

### PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
	Posters (save-the-date)				-	Flyers	
Programs			-	Tickets			-
	<b>SUBTOTAL</b>				<b>SUBTOTAL</b>		
			-				-
Mailings			-	<b>TOTAL PRINTING COSTS</b>			
			-				-

### PRINT MEDIA

	Name	# of ads	Cost	Total
	Newspaper			
				-
<b>SUBTOTAL</b>			-	
Magazine/Other	The GUIDE publication (3 issues)	3	20,800.00	62,400.00
				-
	<b>SUBTOTAL</b>			<b>62,400.00</b>
<b>TOTAL PRINT MEDIA</b>				<b>62,400.00</b>

### ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
	Radio	Local (90 mile radius) stations	500	10.00
Regional (90+ miles) stations		2000	13.00	26,000.00
Television				-
				-
Social Media	Facebook /Twitter/Instagram	100	50.00	5,000.00
				-
<b>TOTAL ELECTR. MEDIA</b>				<b>36,000.00</b>

### OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees				-
Sound and Lighting Costs				-
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)				-
Other: (please list)				-
				-
				-
				-
				-
				-
				-
				-
<b>TOTAL OTHER EXPENSE</b>				-

**TOTAL REQUEST FOR EVENT 1**

**98,400.00**

Instructions: Please complete all areas of BLUE that apply.