Lodgers' Tax Agenda



Chairperson

Jack Robertson

Members

Oscar Gonzalez
Haily Hunter
Rachael Moon



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

AGENDA

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, 1st 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** 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



- 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.

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 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:

Economic Development Corporation of Lea County

Promotion of Airline

Original Request: \$200,000.00

Board Recommendation: \$200,000.00

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 Instragram. 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.

| Chai | rperson |
|------|---------|
|------|---------|

FINANCIAL REPORT

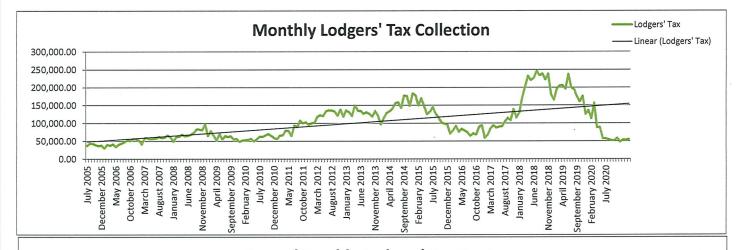
| 1 | Non Profit/For Profit Entities 2022 Funding Qua | terly Request: | FY 2022 | FY 2021 | |
|---|--|----------------|-------------|--------------|----------------------------|
| | | | Requested | Approved | |
| | | | Funding | Funding | Category |
| | EDC - Airline Subsidy | | | 393,000.00 | airline - all general fund |
| 1 | EDC - Promotion of Airline | | 200,000.00 | 206,160.00 | airline |
| | TOTAL ALLOCATION FOR EDC | | 200,000.00 | 599,160.00 | |
| | | | | | |
| | City of Hobbs- Hobbs Firefighter Combat Challe | enge | | | 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 |
| | | | | | 3 |
| | | | | | |
| | TOTAL ALLOCATION FOR LEA COUNTY/CITY O | | 665,800.00 | 762,937.50 | |
| | | | 000,000,000 | 702,557150 | |
| | | | | | |
| | City of Hobbs - Fire and Police (15% allocation) | | 90,000.00 | 90,000.00 | cocurity |
| | city of 110003 - The and Police (13% allocation) | | 50,000.00 | 30,000.00 | security |
| | TOTAL REQUESTED ALLOCATION | | 055 000 00 | 4 452 007 50 | |
| | TOTAL REQUESTED ALLOCATION | | 955,800.00 | 1,452,097.50 | |

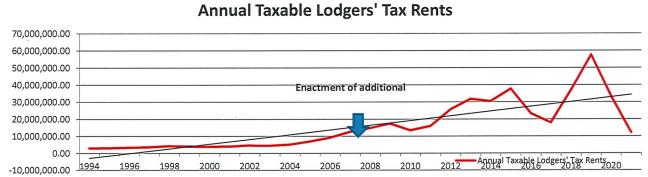
| 1 | | | 2022 | Requested | Anticpated | Requested | |
|---|---|----------------|------------|------------|------------|--------------|----|
| | Ordinance Caps: | 3-31-2021 | Сар | 2022 | Carryover | (Under)/Over | |
| | | Beginning Cash | Amount | Amount | 2021 | Cap/Cash | |
| | Security and Sanitation (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 | C |
| | Airline (25%) | - | 150,000.00 | 200,000.00 | | (50,000.00) | re |
| | TOTAL | 1,154,528.95 | 600,000.00 | 955,800.00 | | 519,227.95 | |

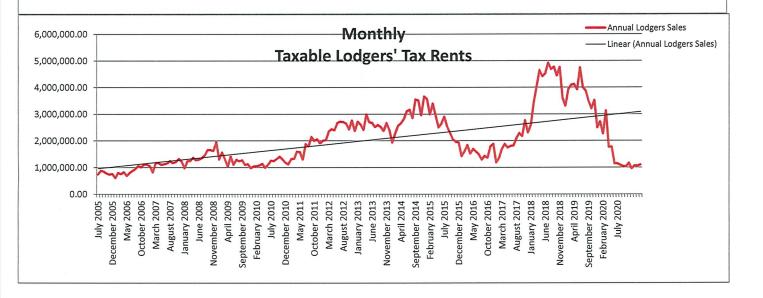
Carryover 244,156 plus 35,345 NM true

request over

| | | RECEIPTS | 239999- | | | EXPEN | DITURES | | | | |
|----------------|-------|---------------|--------------|-----------|--------------------------------|--------------|--------------|--------------|--|---------------|--------------|
| Month | Month | Gross Taxable | Lodgers' | Other | | Contract for | Advert & | | NET CHA | NGE | Cash |
| | | Revenue | Tax | Income | TOTAL | Services | Promotion T | OTAL | For Month | YTD | Balance |
| July 2018 | | 4,924,557.60 | 246,227.88 | 1,183.55 | 247,411.43 | | 0.00 | 0.00 | 247,411.43 | 247,411.43 | 1,630,331.98 |
| August 2018 | | 4,682,780.80 | 234,139.04 | 1,484.86 | 235,623.90 | | 13,644.20 | 13,644.20 | 221,979.70 | 469,391.13 | 1,852,311.68 |
| September 2018 | | 4,769,011.20 | 238,450.56 | 1,648.84 | 240,099.40 | | 257,822.62 | 257,822.62 | -17,723.22 | 451,667.91 | 1,834,588.46 |
| October 2018 | | 4,439,774.00 | 221,988.70 | 1,737.41 | 223,726.11 | | 3,957.73 | 3,957.73 | 219,768.38 | 671,436.29 | 2,054,356.84 |
| November 2018 | | 4,759,001.40 | 237,950.07 | 2,214,46 | | | 73,306.33 | 73,306.33 | 166,858.20 | 838,294.49 | 2,221,215.04 |
| December 2018 | | 3,604,288.40 | 180,214.42 | 2,697.34 | The second of the second order | | 234,378.56 | 234,378.56 | -51,466.80 | 786,827.69 | 2,169,748.24 |
| SUBTOTAL | | 27,179,413.40 | 1,358,970.67 | 10,966.46 | | 0.00 | | 583,109.44 | | | |
| January 2019 | | 3,306,211.80 | 165,310.59 | 2,693.77 | 168,004.36 | | 1,014.72 | 1,014.72 | 166,989.64 | 166,989.64 | 2,336,737.88 |
| February 2019 | | 3,930,807.80 | 196,540.39 | 3,027.42 | 199,567.81 | | 28,439.97 | 28,439.97 | 171,127.84 | 171,127.84 | 2,507,865.72 |
| March 2019 | | 4,093,536.40 | 204,676.82 | 2,827.40 | 207,504.22 | | 645,864.78 | 645,864.78 | -438,360.56 | -438,360.56 | 2,069,505.16 |
| April 2019 | | 4,113,651.00 | 205,682.55 | 2,838.40 | 208,520.95 | | 52,752.50 | 52,752.50 | 155,768.45 | 155,768.45 | 2,225,273.61 |
| May 2019 | | 3,917,243.20 | 195,862.16 | 3,090.53 | | | 63,744.00 | 63,744.00 | 135,208.69 | 135,208.69 | 2,360,482.30 |
| June 2019 | | 4,739,244.00 | 236,962.20 | 3,469.19 | | | 360,519.42 | 360,519.42 | -120,088.03 | -120,088.03 | 2,240,394.27 |
| SUBTOTAL | | 24,100,694.20 | 1,205,034.71 | 17,946.71 | 1,222,981.42 | 0.00 | 1,152,335.39 | 1,152,335.39 | | | |
| CASH BALANCE | | 2,240,394.27 | 2,564,005.38 | 28,913.17 | 2,592,918.55 | | 1,735,444.83 | | | | |
| July 2019 | | 3,999,605.20 | 199,980,26 | 3.069.28 | , , | | 115,183.30 | 115,183.30 | 87,866.24 | 87,866.24 | 2,328,260.51 |
| August 2019 | | 3,877,290.40 | 193,864.52 | 3,228.61 | 197,093.13 | | 20,802.36 | 20,802.36 | 176,290.77 | 264,157.01 | 2,504,551.28 |
| September 2019 | | 3,491,240.40 | 174,562.02 | 2,921.34 | 177,483.36 | | 443,966.30 | 443,966.30 | -266,482.94 | -2,325.93 | 2,238,068.34 |
| October 2019 | | 3,204,691.60 | 160,234.58 | 2,587,53 | | | 6,512.10 | 6,512.10 | 156,310.01 | 153,984.08 | 2,394,378.35 |
| November 2019 | | 3,518,379.60 | 175,918.98 | 2,569.68 | | | 181,025.21 | 181,025.21 | -2,536.55 | 151,447.53 | 2,391,841.80 |
| December 2019 | | 2,494,241.80 | 124,712.09 | 2,951.55 | | | 266,151.54 | 266,151.54 | -138,487.90 | 12,959.63 | 2,253,353.90 |
| SUBTOTAL | | 20,585,449.00 | 1,029,272.45 | 17,327.99 | | 0.00 | | 1,033,640.81 | and the same of th | | |
| January 2020 | | 2,717,522.20 | 135.876.11 | 2,391.51 | 138,267.62 | | 20,231.18 | 20,231.18 | 118,036.44 | 118,036.44 | 2,371,390.34 |
| February 2020 | | 2,264,832.20 | 113,241.61 | 2,497.81 | 115,739.42 | | 71,341.67 | 71,341.67 | 44,397.75 | 44,397.75 | 2,415,788.09 |
| March 2020 | | 3,125,023.00 | 156,251.15 | 2,471.46 | 158,722.61 | | 275,365.18 | 275,365.18 | (116,642.57) | (116,642.57) | 2,299,145.52 |
| April 2020 | | 1,766,006.00 | 88,300.30 | 1,853.80 | 90,154.10 | | 17,726.00 | 17,726.00 | 72,428.10 | 72,428.10 | 2,371,573.62 |
| May 2020 | | 1,769,172.20 | 88,458.61 | 1,008.72 | 89,467.33 | | 423,782.67 | 423,782.67 | (334, 315.34) | (334, 315.34) | 2,037,258.28 |
| June 2020 | | 1,143,332.00 | 57,166.60 | 658.40 | 57,825.00 | | 268,924.59 | 268,924.59 | (211,099.59) | (211,099.59) | 1,826,158.69 |
| SUBTOTAL | | 12785887.6 | 639294.38 | 10881.7 | 650176.08 | 0 | | 1077371.29 | | | |
| CASH BALANCE | | 1,826,158.69 | 1,668,566.83 | 28,209.69 | 1,696,776.52 | | 2,111,012.10 | | | | |
| July 2020 | | 1,138,913.00 | 56,945.65 | 399.99 | 57,345.64 | | - | - | 57,345.64 | 57,345.64 | 1,883,504.33 |
| August 2020 | | 1,090,902.80 | 54,545.14 | 313.84 | 54,858.98 | | 72,707.57 | 72,707.57 | (17,848.59) | 39,497.05 | 1,865,655.74 |
| September 2020 | | 1,040,277.60 | 52,013.88 | 204.53 | 52,218.41 | | 155,580.47 | 155,580.47 | (103,362.06) | (63,865.01) | 1,762,293.68 |
| October 2020 | | 1,028,334.80 | 51,416.74 | 168.11 | 51,584.85 | | 191,580.00 | 191,580.00 | (139,995.15) | (203,860.16) | 1,622,298.53 |
| November 2020 | | 1,162,426.00 | 58,121.30 | 142.03 | 58,263.33 | | 110,232.00 | 110,232.00 | (51,968.67) | (255, 828.83) | 1,570,329.86 |
| December 2020 | | 949,227.00 | 47,461.35 | - | 47,461.35 | | 177,572.38 | 177,572.38 | (130,111.03) | (385, 939.86) | 1,440,218.83 |
| SUBTOTAL | | 6,410,081.20 | 320,504.06 | 1,228.50 | 321,732.56 | 0.00 | 707,672.42 | 707,672.42 | | | |
| January 2021 | | 1,067,524.20 | 53,376.21 | 89.40 | 53,465.61 | | 48,389.35 | 48,389.35 | 5,076.26 | 5,076.26 | 1,445,295.09 |
| February 2021 | | 1,055,811.40 | 52,790.57 | 103.49 | 52,894.06 | | 29,089.12 | 29,089.12 | 23,804.94 | 23,804.94 | 1,469,100.03 |
| March 2021 | | 1,094,322.80 | 54,716.14 | | 54,716.14 | | 369,287.22 | 369,287.22 | -314,571.08 | -314,571.08 | 1,154,528.95 |
| April 2021 | | 0.00 | • | | 0.00 | | | 0.00 | 0.00 | 0.00 | 1,154,528.95 |
| May 2021 | | 0.00 | | | 0.00 | | | 0.00 | 0.00 | 0.00 | 1,154,528.95 |
| June 2021 | | 0.00 | | | 0.00 | | | 0.00 | 0.00 | 0.00 | 1,154,528.95 |
| SUBTOTAL | | 3,217,658.40 | 160,882.92 | 192.89 | 161,075.81 | 0.00 | 446,765.69 | 446,765.69 | | | 70 80 |
| CASH BALANCE | | 1,154,528.95 | | | | | | | | | |







| | CITY OF HOBBS LODGERS' TAX PROGRAM | | | | |
|----------------|--|-----------------------|-------------------------|-------------------------|--------------------------|
| 3/31/2021 | AWARD | | | | ACTUAL |
| | AWARD | | | ACTUAL | ACTUAL OUTSTANDING |
| | PROJECT | DATE | AMOUNT | EXPENSE | GRANT CATEGORY |
| 3/31/2021 | CASH BALANCE | | | | 1,154,528.95 |
| Proof of Cash: | | | | | |
| Beginning Cas | h Available for Profit, Non-Profit, and Public Entities (20%) | | | | 276,584.11 |
| 1 | | l I | 1 | | 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) | T OBLIO ENTITIES | 120,010.01 | 0.00 | 96,277.40 |
| | Cash Available for Allocation | | | = | 372,861.51 |
| Beginning Cas | h 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 20-27 | C.O.R.E - 2021 - OPERATING CITY OF HOBBS - MARKETING/BRANDING CAMPAIGN | 7/6/2020 3/2/2020 | 500,000.00 | 375,000.00 | 125,000.00 |
| 20-27 | CITT OF HODBS - WARKETING/BRANDING CAMPAIGN | 3/2/2020 | 250,000.00 | 5,844.00 | 244,156.00 |
| | TOTAL DEMAINING ALLOCATION FOR LOCAL CONFERNMENT | | 4 040 007 50 | 405.040.00 | 007.447.00 |
| Add: | TOTAL REMAINING ALLOCATION FOR LOCAL GOVERNMENT 40% Monthly Tax Revenue (starting April 1st, 2013) | | 1,012,937.50 | 405,819.90 | 607,117.60 192,554.79 |
| | Cash Available for Allocation | | | | 422,286.84 |
| | | | | | |
| Beginning Cas | sh Available for Fire, EMS, Sanitation (15%) | | | | |
| Deginning Oas | Available for Fire, Lind, Saintation (1976) | | | | |
| | | | | | |
| Add: | TOTAL REMAINING ALLOCATION FOR CITY OF HOBBS POLICE AN | ND FIRE | 90,000.00 | 72,208.05 | 17,791.95 |
| Add: | 15% Monthly Tax Revenue (starting April 1st, 2013) Cash Available for Allocation | | 388,937.78 | 72,208.05 | 388,937.78 371,145.83 |
| | | | | = | 011,140.00 |
| Beginning Cas | sh Available for Airline subsidy (25%) | | | | 0.00 |
| 1 | | 1 | 1 | | |
| | | | | | |
| | | | | | |
| 20-23 | EDC - 2020 AIRLINE SUBSIDY (Marketing) | 40/0/00/0 | 500,000.00 | 499,999.92 | 0.08 |
| 20-24 21-4 | EDC - 2020 AIRLINE SUBSIDY (Marketing) - DENVER PROMO EDC - 2020 AIRLINE SUBSIDY (Marketing) | 10/9/2019 7/6/2020 | 99,160.00 599,160.00 | 99,160.00 599,160.00 | 0.00 0.00 |
| 21-5 | 2227 Michiel Copolis (Midinolling) | 11012020 | 555, 166.66 | 555, 100.00 | 0.00 |
| | | | × | 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 | 120,040.70 |
| | Cash Available for Allocation | | | | (1,292.76) |

EDC

OF

LEA COUNTY/ FLYHOBBS





City of Hobbs **Annual Funding Guidelines**

MAR 1 7 2021

Lodgers' Tax Requests for Proposal (RFP)
OFFICE OF THE CITY CLERK from 05/01/2021 - 06/30/2022

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.)
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- 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 g | uidelines for the Lodgers' Tax Funding. | |
|--|---|-----------|
| 1010 | | _ |
| | EDC of Lea County /FlyHobbs | 3-17-2021 |
| Representative | Name of Organization | date |

| | | | r Lodgers' 1 | Γax Assistan | ce | | | | | | |
|-----------------|--------------------------|--|---------------|-----------------|-----------|---------|------------|-------|--|--|--|
| Organizatio | | | | | | | | | | | |
| Name of Co | ontact Jennifer Grassh | Jennifer Grassham, Interim President & CEO/ Geni Cavanaugh, Dir. of Marketing & Comm. Outreach | | | | | | | | | |
| Address | | | | oadway, Suite A | | | | | | | |
| City, State Z | Zip Zip | | | obs, NM 88240 | | | | | | | |
| Phone#/Fax | k # | | | 75) 397-2039 | | | | | | | |
| email | | | | clc.org/ geni@ | edclc.org | | | | | | |
| | | | Event Bud | | | | | | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | | | | |
| | Sponsorships | | | | | | - | | | | |
| | Sales | | | | | | - | | | | |
| Income | Donations | | | | | | - | | | | |
| | Prior Year Carryover | | | | | | - | | | | |
| | Other (please explain) | | | | | | - | | | | |
| | Total Income | - | - | - | - | - | - | | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | | | | |
| • | Cost of Sales Items | | | | | | - | П | | | |
| | Cost of Awards | | | | | | - | | | | |
| | Building/Booth Rent | | | | | | - | NON | | | |
| EXPENSE | Advertising | *Please see at | ttached budge | et | 7-90 | | | LODGE | | | |
| (NON- | Printing & Mailing | | | | | | - | TAX | | | |
| LODGERS' TAX | Print Media | | | | | | - | | | | |
| IAX | Electronic Media | | | | | | - | | | | |
| | Misc. | | | | | | - | | | | |
| | (Please explain) | | | | | | - | | | | |
| | explain | | | | | | - | | | | |
| | Total NON- LODGERS' Exp. | - | - | - | - | _ | - | | | | |
| | | | | | • | • | | | | | |
| | | Lodgers' | Tax Budge | t Summary | | | | | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | | | | |
| Printing | | - | - | - | - | - | - | LODGE | | | |
| Print Media | | 35,249.16 | _ | - | - | - | 35,249.16 | TAX | | | |
| Electronic N | Vledia | 139,045.80 | - | - | - | - | 139,045.80 | | | | |
| Other | | 25,705.04 | - | | - | - | 25,705.04 | | | | |
| TOTAL LOD | GERS' TAX REQ. SUMMARY | 200,000.00 | | | | | 200,000.00 | | | | |

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

| Loc | gers' T | | lget - Ev Informa | | lumber 1 | | | | | |
|--|--|--|----------------------|---|--------------------------------|---|-------------------|--|--|--|
| Name of Event | FlyHobbs Ma | rketing Camp | paign | | | | | | | |
| Date | | ly 1,2021- June 30, 2022 with a 12 month average cost of \$16,667.00 per n | | | | | | | | |
| Location | | NM and West TX Counties within a 160 mi radius, Houston and Denver Target mark | | | | | | | | |
| | a A little dies verano vivil an antiqui an antiqui | | | the fire that the state of the state of | ne 21-22 FlyHobbs | the same of the same of the same of | | | | |
| Description | | | | | increase ridership | | | | | |
| | | | ease see attac | | | , and deci | ease realitage to | | | |
| Expected Attendance | | | # of Overnigh | nters | | | | | | |
| s this an annual event? | | Yes | Is this a new | | No | | | | | |
| o till all alliaar event. | | 165 | PRINTING | eventi | INO | | , | | | |
| | Cost | Quantity | Total | | Cost Qu | uantity | Total | | | |
| Posters (save-the-date) | | | | Flyers | | | 0.00 | | | |
| Programs | | | - | Tickets | | | - | | | |
| | SUBTOTAL | | | | SUBTOTAL | | | | | |
| Mailings | Cost | Quantity | Total | 1 | T0741 D0111-111 | | | | | |
| Mailings | | D | RINT MEDIA | | TOTAL PRINTING | COSTS | - | | | |
| | | Name | MINI WILDIA | # of ads | Cost | | Total | | | |
| Newspaper | Various Regi | onal Print Me | dia within | 384 | Avg. \$91.80 pe | r unit | 35,249.16 | | | |
| | Cachment of | 160 mi. radio | us | | | | - | | | |
| | | | | SUBTOTAL | | | 35,249.16 | | | |
| Managina (Other) | | Name | | # of ads | Cost | | Total | | | |
| Magazine/Other | | | | | | | - | | | |
| | | | | SUBTOTAL | | | | | | |
| | | | | 1 | TOTAL PRINT ME | L DIA | 35,249.16 | | | |
| | | EL | ECTRONIC ME | DIA | 2 | | 4 4 4 | | | |
| | | Name # | | | Cost | | Total | | | |
| Radio | Committee of the Commit | dio covering S | ENM,WTX | 5578 | Avg. \$7.00 per | unit | 39,047.52 | | | |
| | cachment ar | ea | | - | | | - | | | |
| | Paid FR/IG G | oogle ads wit | ·h | 12 | \$8333.19 per n | nonth | 99,998.28 | | | |
| Social Media/Streaming | A STATE OF THE PARTY OF THE PAR | in DEN/HOU/S | | | 30333.13 per ii | IIIIII | 55,556.26 | | | |
| | Manager and the Control of the Contr | ing to target | | | | | - | | | |
| | | | | | TOTAL ELECTR. M | IEDIA | 139,045.80 | | | |
| A. T 24 ⁻² - 24 ⁻ | | ОТ | HER EXPENSE | | | | | | | |
| | | Name | | # of item | Cost | | Total | | | |
| Professional Performance Fees | | | | | | | - | | | |
| Sound and Lighting Costs Sanction Fees | | | | | | | - | | | |
| Promotional Items (eg: tshirts, | | | | | | | • | | | |
| rings, etc.) | One-time rea | gional /Nation | nal | 12 | *see attached b | oudget | 25,705.04 | | | |
| Other: (please list) | FH Event spo | | | Manual Communication and the second | 113 detailed b | gct | | | | |
| * | Misc /ASI promotional items | | | | | | - | | | |
| | | | | | | | - | | | |
| | | | | | and the Samuel State of Samuel | | - | | | |
| , | | | | | | *************************************** | - | | | |
| | | | | | TOTAL OTHER EX | DENICE | 25 705 05 | | | |
| | | | | | TOTAL OTHER EXI | PEINSE | 25,705.04 | | | |
| TOTAL REQUEST | FOR EV | | | | | | 200,000.00 | | | |

Instructions: Please complete all areas of BLUE that apply.

FlyHobbs 2021-2022 Budget

| FLY HOBBS LT NO MATCH 20-21 FINAL | MISC. | JULY | AUG | SEPT | ост | NOV | DEC | JAN | FEB | MAR | APRIL | MAY | JUNE | TOTAL |
|--|----------|----------|----------|---------------|--|----------------|------------|----------|----------|------------|----------------------|----------------|---|-----------|
| Print | | | | Service and a | | arabidatan | Bollencal. | | | | | and the second | | 100 |
| Carlsbad Current-Argus | | \$615 | \$615 | \$615 | \$615 | \$615 | \$615 | \$615 | \$615 | \$615 | \$615 | \$615 | \$615 | \$7,379 |
| Hobbs News Sun | | \$728 | \$728 | \$728 | \$728 | \$728 | \$728 | \$728 | \$728 | \$728 | \$728 | \$728 | \$728 | \$8,739 |
| Lovington Leader | | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 | \$6,000 |
| Eunice News | | \$155 | \$155 | \$155 | \$155 | \$155 | \$155 | \$155 | \$155 | \$155 | \$155 | \$155 | \$155 | \$1,854 |
| Jai Record | | \$118 | \$118 | \$118 | \$118 | \$118 | \$118 | \$118 | \$118 | \$118 | \$118 | \$118 | \$118 | \$1,418 |
| Carlsbad Local | | \$161 | \$161 | \$161 | \$161 | \$161 | \$161 | \$161 | \$161 | \$161 | \$161 | \$161 | \$161 | \$1,938 |
| Artesia Daily Press | | \$220 | \$220 | \$220 | \$220 | \$220 | \$220 | \$220 | \$220 | \$220 | \$220 | \$220 | \$220 | \$2,641 |
| Seminole Sentinel | | \$440 | \$440 | \$440 | \$440 | \$440 | \$440 | \$440 | \$440 | \$440 | \$440 | \$440 | \$440 | \$5,280 |
| Radio | | | | | de la region de la company. La regional de la company | | | | | | | | esta esta esta esta esta esta esta esta | |
| Carlsbad Radio | | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$12,000 |
| MTD Radio | | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$12,000 |
| KLMA FM | | \$254 | \$254 | \$254 | \$254 | \$254 | \$254 | \$254 | \$254 | \$254 | \$254 | \$254 | \$254 | \$3,051 |
| Hobbs Radio | | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$11,997 |
| WB Management- Social Media/Google etc | | | | | | | | | | A A MARKET | | | | |
| PR Campaign for DEN IAH markets (WB) | | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$8,333 | \$99,998 |
| Promotional /Local/ASI Advertising | | 1000 | | | | and the second | | | | | 5(10)2(10)215.5E(25) | | | |
| ASI Promotional items | \$7,825 | - | - | - | - | - | - | - | - | - | - | - | - | \$7,825 |
| ABQ Business First | \$2,000 | - | - | - | - | - | - | - | - | - | - | - | - | \$2,000 |
| FOCUS Eddy County | \$1,000 | - | - | - | - | - | - | - | - | - | - | - | - | \$1,000 |
| NMOGA | \$2,400 | - | - | - | - | - | - | - | - | • | - | - | - | \$2,400 |
| Site Selector Mag/Business Facilities | \$5,000 | - | - | - | - | - | - | - | - | - | - | - | - | \$5,000 |
| HCC Holiday Tournament | \$350 | - | - | - | - | - | - | - | - | - | - | - | - | \$350 |
| Printing (rack cards) | \$500 | - | - | - | - | - | - | - | - | - | - | - | - | \$500 |
| LC Fair and Rodeo | \$330 | - | - | - | - | - | - | - | - | - | - | - | - | \$330 |
| HNS Progress/Energy editions | \$1,300 | - | - | - | - | - | - | - | - | - | - | - | - | \$1,300 |
| NM Partnership Livability Mag ad | \$3,000 | - | - | - | - | - | - | - | - | - | - | - | - | \$3,000 |
| LVTN Progress & Energy Edition | \$1,000 | - | - | - | - | - | - | - | - | - | - | - | - | \$1,000 |
| PBPA | \$1,000 | _ | _ | - | | - | - | - | | - | - | - | | \$1,000 |
| TOTAL FLYHOBBS | \$25,705 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$14,525 | \$200,000 |

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



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 | 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 | e guidelines for the Lodgers' Tax Funding. | |
|--|--|-----------|
| Ben Kirkes | Rockwind Community Links | 3/17/2021 |
| Representative | Name of Organization | date |

| | | Request for Con | Lodgers' T | | ce | | | | | |
|---|--------------------------|--------------------|--------------|-----------------|---------|---------|-----------|------|--|--|
| Organization City of Hobbs - Rockwind Community Links | | | | | | | | | | |
| Name of Co | ntact | | | ofessional & Ge | | r | | | | |
| Address | | | 5001 J | ack Gomez Blv | d. | | | | | |
| City, State Z | 'ip | | Hob | bs, NM 88240 | | | | | | |
| Phone#/Fax | k # | | 575-397-9297 | | | | | | | |
| email | | | bkirke | s@hobbsnm.o | rg | | | | | |
| | | | Event Budg | get | | | | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | | | |
| | Sponsorships | | | | | | - | | | |
| | Sales | | | | | | - | | | |
| Income | Donations | | | | | | - | | | |
| | Prior Year Carryover | | | | | | | | | |
| | Other (please explain) | | | | | | - | | | |
| | Total Income | - | - | 1 | - | - | - | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | _ | | |
| | Cost of Sales Items | | | | | | - | | | |
| | Cost of Awards | - | | | | | - | | | |
| | Building/Booth Rent | | | | | | - | NON | | |
| EXPENSE | Advertising | 10,600.00 | | | | | 10,600.00 | LODG | | |
| (NON- | Printing & Mailing | 5,800.00 | | | | | 5,800.00 | TA | | |
| LODGERS' TAX | Print Media | | | | | | - | | | |
| IAX | Electronic Media | | | | | | - | | | |
| | Misc. | | | | | | - | | | |
| | (Please Tournament Exp. | 22,600.00 | | | | | 22,600.00 | | | |
| | Pro Am Contracts | 20,250.00 | | | | | 20,250.00 | | | |
| | Total NON- LODGERS' Exp. | 59,250.00 | - | - | - | - | 59,250.00 | | | |
| | | | | | | | | | | |
| | | Lodgers' | Tax Budge | t Summary | | | | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | _ | | |
| Printing | | - | - | - | - | - | - | LODG | | |
| Print Media | a | - | - | - | - | - | - | TA | | |
| Electronic I | Vledia | - | - | - | - | - | - | | | |
| Other | | 67,400.00 | - | - | - | - | 67,400.00 | | | |
| TOTAL LOD | GERS' TAX REQ. SUMMARY | 67,400.00 | - | _ | _ | | 67,400.00 | | | |

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

| Lod | The second state of the se | | get - E | | lumbe | r 1 | | | | |
|--|--|--|------------------------------------|-------------|--|-------------------|----------------------|--|--|--|
| | | Event | nforma | ation | | | | | | |
| Name of Event | Rockwind Co | mmunity Link | s Advertising a | and Promoti | ons | | | | | |
| Date | Year Round (May, 2021 - June 2022) | | | | | | | | | |
| Location | Regional and local | | | | | | | | | |
| | Marketing and promotion expenses related to the advertising, marketing and promotion of | | | | | | | | | |
| Description | | | s, currently ra forts will focu | | | | es You Can Play in | | | |
| Expected Attendance | | | # of Overnigh | | 200/mo | | | | | |
| Is this an annual event? | | | | | | | | | | |
| | | On-going | Is this a new PRINTING | | No | | | | | |
| | Cost | Quantity | Total | | Cost | Quantity | Total | | | |
| Posters (save-the-date) | | | - | Flyers | | 11 | 0.00 | | | |
| Programs | The second secon | | - | Tickets | | | - | | | |
| | SUBTOTAL | | | | SUBTOTAL | | - | | | |
| | Cost | Quantity | Total | | | | | | | |
| Mailings | | | - | | TOTAL PRIN | NTING COSTS | - | | | |
| | T | Name | RINT MEDIA | # of ads | | ost | Total | | | |
| Newspaper | Funded by Re | ockwind Adv. | Rudget | # OI aus | | ost | Total | | | |
| Newspaper | Tanaca by N | ockwina Aav. | Duaget | | | | _ | | | |
| | | | | SUBTOTAL | | | _ | | | |
| | | Name | | # of ads | C | ost | Total | | | |
| Magazine/Other | Funded by Re | ockwind Adv. | Budget | | | | | | | |
| | | | | | | | - | | | |
| | | | | SUBTOTAL | | | - | | | |
| | | | | | TOTAL PRIN | NT MEDIA | - | | | |
| | 1 | | ECTRONIC ME | | | | | | | |
| Radio | Fundad by D | Name | Dudget | # of spots | C | ost | Total | | | |
| Kaulo | runaea by Ki | ockwind Adv. | buuget | | | | - | | | |
| Television | ***************** | and the second of the second o | | | | | _ | | | |
| relevision | | | | | | | _ | | | |
| Social Media | | | | | | | _ | | | |
| | | | | | | | - | | | |
| | | | | | TOTAL ELEC | TR. MEDIA | - | | | |
| | | ОТ | HER EXPENSE | | | | | | | |
| | A STATE OF THE PROPERTY OF THE PARTY. | Name | | # of item | C | ost | Total | | | |
| Professional Performance Fees | | | | | | | | | | |
| Sound and Lighting Costs | | | | | | | - | | | |
| Sanction Fees | | s travel write | | 3 | | 1,500.00 | 4,500.00 | | | |
| Promotional Items (eg: tshirts, rings, etc.) | planting make the colony and open | rategies PR/N ourn. Gift Bag | | 108 | and the second s | 54,000.00 | 54,000.00 | | | |
| Other: (please list) | Sittem described from place to distribute the registration | ourn. Giit ваў xpo (August 2 | | 108 | non a reconstruction to compare a real | 50.00 3,500.00 | 5,400.00 3,500.00 | | | |
| Circle (picase list) | Dunas Goil E. | who (Mugust 2 | 021) | 1 | | 3,300.00 | 3,300.00 | | | |
| | | | that management in the second | | | | - | | | |
| | (10.0) (10.0) (10.0) (10.0) (10.0) (10.0) (10.0) | | | | | | - | | | |
| | | | | | | | - | | | |
| | | | | | | | - | | | |
| | | | | | TOTAL OTHE | ER EXPENSE | 67,400.00 | | | |
| TOTAL REQUEST | FOR EV | ENT 1 | | | | | 67,400.00 | | | |

Instructions: Please complete all areas of BLUE that apply.

CITY

OF

HOBBS



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.

 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

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

• 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.

| Lindsay Chism McCarter | Center of Recreational Excellence - CORE | 3/15/2021 |
|------------------------|--|-----------|
| Representative | Name of Organization | date |

| | | | Lodgers' T | ax Assistan | ce | | | | | |
|---------------------------------|---|-----------|------------|-------------|---------|---------|-----------|----------|--|--|
| Organizatio | Ganization Center of Recreational Excellence - CORE | | | | | | | | | |
| Name of Co | ame of Contact Lindsay Chism McCarter | | | | | | | | | |
| Address 4827 N. Lovington Hwy. | | | | | | | | | | |
| City, State Zip Hobbs, NM 88240 | | | | | | | | | | |
| Phone#/Fax# 575-393-2673 | | | | | | | | | | |
| email Ichism@hobbsnm.org | | | | | | | | | | |
| | | | Event Budg | get | | | | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | | | |
| | Sponsorships | | | | | | - | | | |
| | Sales | | | | | | - | | | |
| Income | Donations | | | | | | - | | | |
| | Prior Year Carryover | | | | | | - | | | |
| | Other (please explain) | | | | | | - | | | |
| | Total Income | - | - | - | - | - | - | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | | | |
| | Cost of Sales Items | | | | | | - | | | |
| | Cost of Awards | | | | | | - | | | |
| | Building/Booth Rent | | | | | | - | NON - | | |
| EXPENSE | Advertising | | | | | | - | LODGERS' | | |
| (NON- | Printing & Mailing | 62,400.00 | | | | | 62,400.00 | TAX | | |
| LODGERS' TAX | Print Media | | | | | | - | | | |
| IAA | Electronic Media | 36,000.00 | | | | | 36,000.00 | | | |
| | Misc. | | | | | | - | | | |
| | (Please explain) | | | | | | - | | | |
| | САРІВІПУ | | | | | | - | | | |
| | Total NON- LODGERS' Exp. | 98,400.00 | - | - | - | - | 98,400.00 | | | |
| | | | | | | | | | | |
| | | Lodgers' | Tax Budge | t Summary | | | | | | |
| | | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total | _ | | |
| Printing | | - | - | - | - | _ | - | LODGERS' | | |
| Print Medi | a | 62,400.00 | - | - | - | - | 62,400.00 | TAX | | |
| Electronic | Media | 36,000.00 | - | - | - | - | 36,000.00 | | | |
| Other | | - | - | - | - | - | - | | | |
| TOTAL LOD | GERS' TAX REQ. SUMMARY | 98,400.00 | - | - | - | - | 98,400.00 | | | |

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

| Lod | | | get - Ev | | lumbe | r 1 | | | | | | |
|--|--|--|----------------|-------------------|----------------|---|-----------|--|--|--|--|--|
| Name of Event | CORE Market | ing and Adve | rtising | | | | | | | | | |
| Date | | ear Round (May, 2021 - June 2022) | | | | | | | | | | |
| Location | | egional and local | | | | | | | | | | |
| | | omotion of the 158,000 sq. ft recreation facility that has so much to offer for individu | | | | | | | | | | |
| Description | familes, of all | ages and into | erests. The wi | de-reach of | the promotic | n will ensure th | | | | | | |
| | County reside | ents & guests | are aware, as | well as thos | e in the regio | n. | | | | | | |
| expected Attendance 30,000/mo # of Overnighters 200/mo | | | | | | | | | | | | |
| s this an annual event? On-going Is this a new event? No | | | | | | | | | | | | |
| | | | PRINTING | | | | | | | | | |
| Destars (save the data) | Cost | Quantity | Total | Flyers Tickets | Cost | Quantity | Total | | | | | |
| Posters (save-the-date) Programs | | | - | | | | 0.00 | | | | | |
| 1108.41113 | SUBTOTAL | | - | Hences | SUBTOTAL | | - | | | | | |
| | Cost | Quantity | Total | | - COSTOTAL | | | | | | | |
| Mailings | | | - | | TOTAL PRIN | TING COSTS | - | | | | | |
| | | | RINT MEDIA | # - C L- | | | | | | | | |
| Newspaper | | Name | | # of ads | Co | ost | Total | | | | | |
| Newspaper | | | | | | | - | | | | | |
| | | | | SUBTOTAL | | | - | | | | | |
| | | Name | | # of ads | Cost | | Total | | | | | |
| Magazine/Other | The GUIDE publication (3 issues) | | | 3 | | 20,800.00 | 62,400.00 | | | | | |
| | | | | SUBTOTAL | | | 62,400.00 | | | | | |
| | | | | JODIOTAL | TOTAL PRIN | T MEDIA | 62,400.00 | | | | | |
| | | ELI | ECTRONIC ME | DIA | | | , | | | | | |
| | | Name | | # of spots | Co | ost | Total | | | | | |
| Radio | Local (90 mile radius) stations | | | 500 | | 10.00 | 5,000.00 | | | | | |
| Talantalan | Regional (90- | + miles) static | ons | 2000 | | 13.00 | 26,000.00 | | | | | |
| Television | | | | | | of and the court of an extension are also properly. | - | | | | | |
| Social Media | Facebook /Tv | witter/Instagr | am | 100 | | 50.00 | 5,000.00 | | | | | |
| | | acesook/Twitter/Histagram | | | | | - | | | | | |
| | | | | | TOTAL ELECT | R. MEDIA | 36,000.00 | | | | | |
| | | | HER EXPENSE | l | | | | | | | | |
| Drofossional Dayfaymanas Face | | Name | | # of item | Co | ost | Total | | | | | |
| Professional Performance Fees Sound and Lighting Costs | | | | | | | - | | | | | |
| Sanction Fees | | | | | | | - | | | | | |
| Promotional Items (eg: tshirts, | | | | | | | _ | | | | | |
| rings, etc.) | | | | | | | - | | | | | |
| Other: (please list) | od estre inasyricant ordine bei it estat | trai bettembri peginin bio bezentunzi | | | | | - | | | | | |
| | | | | | | | - | | | | | |
| | | | | | | Market programmy channels | - | | | | | |
| | | | | | | | - | | | | | |
| | | | | | | | - | | | | | |
| | | | | | TOTAL OTHE | D EVDENCE | - | | | | | |
| | | | | | TOTAL OTHE | N EAPENSE | - | | | | | |
| TOTAL REQUEST | FOR EV | | | | | | 98,400.00 | | | | | |

Instructions: Please complete all areas of BLUE that apply.