

Lodgers' Tax Agenda



Chairperson

Jack Robertson

Members

Oscar Gonzalez

Haily Hunter

Rachael Moon

October 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

** A M E N D E D **
A G E N D A

Agenda for the regular meeting of the Lodgers' Tax Board to be held on **Thursday, October 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 - July 14, 2021
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 October 13, 2021.
4. **Discussion**
 - Financial Report
5. **Requests for Funding:**
 - Tuff Hedeman Bull Riding Tour - *Tuff Hedeman Bull Riding Tour*
 - City of Hobbs CVB – *Hobbs Tree Lighting Ceremony*
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 meeting of the Lodgers' Tax Board held in person on Wednesday, July 14, 2021, at 3:00 p.m. in the Commission Chambers at City Hall, 1st Floor Annex Building, and Hobbs, New Mexico.

The following members were present:

Haily Hunter
Rachael Moon
Jack Robertson
Oscar Gonzalez

Also Present: Toby Spears, Finance Director
Rocio Ocano, Assistant City Attorney
Mollie Maldonado, Deputy City Clerk
6 Citizens

Approval of Minutes

Mr. Oscar Gonzalez moved that the minutes of the regular virtual meeting held April 14, 2021, be approved as presented. Chairperson Jack Robertson seconded the motion. All members present voted aye.

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 14, 2021. There were no public comments submitted in person or in writing.

Financial Report

Mr. Toby Spears, Finance Director, presented the revenue report and explained the funding cycle and the annual/monthly collection for the Lodgers' Tax fund. He stated the ending balances as of July 14, 2021, are as follows:

Ending Cash Balance	\$1,184,148.04
Year to Date Expenditures	\$ 646,490.08
Available for Profit, Non-Profit & Public Entities	\$ 451,427.63
Available for Local Government (City and County)	\$ 732,720.40
Available for Fire, EMS & Sanitation	\$ 0
Available for Airline Subsidy	\$ 0

Mr. Spears explained funding was never allocated to any of the non-profit events during the year due to COVID-19. Mr. Spears stated most of the expenditures were transferred to the City of Hobbs for CORE Marketing and Rockwind Community Links Golf Course.

In response to Mr. Robertson's inquiry, Mr. Spears stated the Lodgers' Tax expenditures are not reflected in the March, 2021 expenses. Mr. Spears stated non-profit or profits for events were not funded for FY 2020-2021 due to COVID-19 restrictions.

Requests for Funding

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

Western Heritage Museum

Promotion of Christmas Traditions from Around the World & Discover Steampunk: A Fantastical Hands-On Adventure

Original Request: \$26,181.00

Board Recommendation to Commission: \$26,181.00

Ms. Mary Lyle, Director of Education for the Western Heritage Museum, presented the request for funding to advertise and promote Christmas Traditions from Around the World. This is the fourteenth year for the event, which is split into two nights due to the health pandemic. The second event is an exhibit, Discover Steampunk: A Fantastical Hands-On Adventure. The exhibition takes visitors on a re-imagined journey where they can learn about the convergence of Science Art, Technology and History.

In response to Mr. Robertson's inquiry, Ms. Mary Lyle stated the Western Heritage Museum is limited to 25 people per time slot and a reservation is required for the events, due to the health pandemic and understaffed.

After a brief discussion regarding the amount allowed for allocation from the Lodgers' Tax fund, Ms. Haily Hunter moved that the funding to the Western Heritage Museum be forwarded to the Hobbs City Commission for consideration in the amount of \$26,181.00 for the Christmas Traditions from Around the World and Discover Steampunk: A Fantastical Hands-On Adventure. Mr. Robertson seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried

Southwest Symphony

Annual Advertising and Promotions for Southwest Symphony 2021-2022 Proposed Season

Original Request: \$34,717.00

Board Recommendation to Commission: \$34,717.00

Mr. Steve Whitley and Mr. Don Williams, Board Members of Southwest Symphony, presented the request for funding to advertise and promote Southwest Symphony 2021-2022 Proposed Season. Mr. Steve Whitley requested funding for five public concerts performed in Hobbs, New Mexico, and one public concert in Lovington, New Mexico, between September 2021- May 2022. Mr. Whitley and Mr. Williams are primarily asking for funding for Farewell Angelina and The Stepcrew Concerts.

Ms. Rachael Moon moved that the funding to the City of Hobbs be forwarded to the Hobbs City Commission for consideration in the amount of \$34,717.00 for the Marketing of Southwest Symphony, Inc. Mr. Robertson seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried

United Way of Lea County

Annual Advertising and Promotions for 3rd Annual United Way's ProjectYou Concert Kick off to Campaign

Original Request: \$88,500.00

Board Recommendation to Commission: \$88,500.00

Ms. Becca Titus, President/CEO for United Way of Lea County, explained the request for funds for annual advertising and promotion for the 3rd Annual United Way's ProjectYou Concert Kick Off to Campaign. Ms. Titus stated the concert is going to be at the Hobbs Industrial Air Park on October 16, 2021. She further stated the goal is to sell 4,000 tickets in Lea County and surrounding communities. All proceeds will go to the 2022 United Way Campaign and directly to allocated partner agencies.

Ms. Haily Hunter moved that the funding to the United Way of Lea County be forwarded to the Hobbs City Commission for consideration in the amount of \$88,500.00 for the 3rd Annual United Way's ProjectYou Concert Kick Off to Campaign. Mr. Robertson seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried

Hobbs Chamber of Commerce

Annual Advertising and Promotions for Hobbs August Nites, Hobbs Holiday Tournament and feBREWary fest/Corks & Kegs

Original Request: \$49,178.95

Board Recommendation to Commission: \$49,178.95

Ms. Patty Collins of the Hobbs Chamber of Commerce (HCC) explained the Hobbs August Nites event which brings in tourists from Texas, Colorado and other states,

which will be held at the Lea County Event Center on August 28, 2021. Ms. Collins stated the Hobbs Holiday Tournament will be December 27, 28 and 29, 2021. Ms. Collins stated there are about 530 overnight stays for the event. The FeBREWary fest will be on Saturday, February 19, 2022. The event will also be held at the Lea County Event Center. The expected attendance for the fest is 800 attendees and 100 overnights.

Mr. Gonzalez moved that the funding to the HCC be forwarded to the Hobbs City Commission for consideration in the amount of \$49,178.95 for the Marketing for the Hobbs August Nites, Hobbs Holiday Tournament and feBREWary fest/Corks & Kegs. Ms. Moon seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez abstain. The motion carried

Hobbs Airfield Speedway

Annual Advertising and Promotions for Flash Light Cash Days

Original Request: \$5,150.00

Board Approved: \$5,150.00

Mr. Jamal Awwad, owner of Hobbs Airfield Speedway, LLC, presented the request for funding to advertise and promote Flash Light Cash Days. Mr. Awwad stated he advertises in Albuquerque, New Mexico, Dallas, Texas, and other states. The Flash Light Cash Days is an event for street outlaw racing. Mr. Awwad explained the outlaw street racing events do not happen anywhere nearby and is the reason why the event brings in a lot of spectators. Mr. Awwad stated 1,800 tickets were sold at the last event hosted by Hobbs Airfield Speedway, LLC.

Ms. Robertson moved that the funding to the Hobbs Airfield Speedway be approved in the amount of \$5,150.00 for the Marketing for the Flash Light Race. Ms. Hunter seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried

Cycle City Promotions

Annual Advertising and Promotions for the Kicker Monster Truck Show and Kicker Arenacross Show

Original Request: \$99,620.00

Board Recommendation to Commission: \$50,000.00

Mr. Tod Hammock of the Cycle City Promotions, via phone, explained the request for funds for annual advertising and promotion of the Kicker Monster Truck Show and Kicker Arenacross Show. Mr. Hammock stated the Kicker Monster Truck Show will be March 4 and 5, 2022, and the Kicker Arenacross Show will be February 11 and 12, 2022. Mr. Hammock stated due to the health pandemic there were no shows last year. Since the pandemic, more people have purchased

motorcycles. Mr. Hammock stated there could be an increase in competitors for the Kicker Arenacross Show.

Mr. Jack Robertson explained to Mr. Hammock per the City ordinance, the maximum amount awarded cannot exceed \$25,000 per event on for-profit events. Mr. Hammock is aware of the ordinance and the amounts allowed.

Mr. Oscar Gonzalez moved that the funding to the Cycle City Promotions be forwarded to the Hobbs City Commission for consideration in the amount of \$50,000.00, being \$25,000.00 for each event, for the Marketing for Cycle City Promotions. Ms. Hunter seconded the motion and roll call vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes. The motion carried

Event Summary

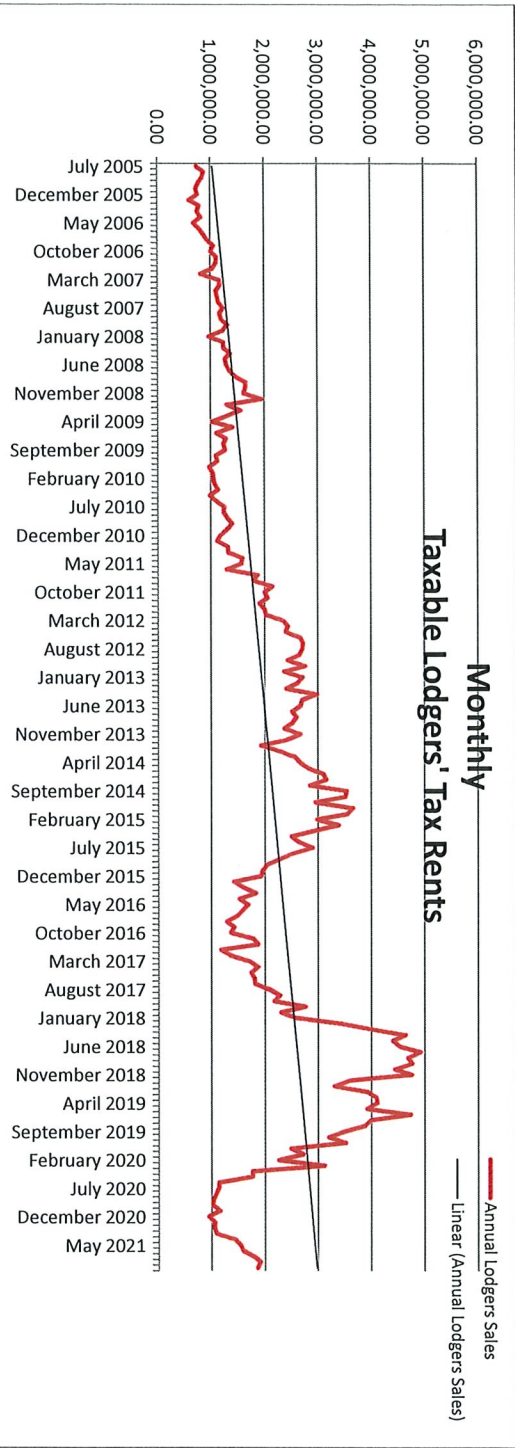
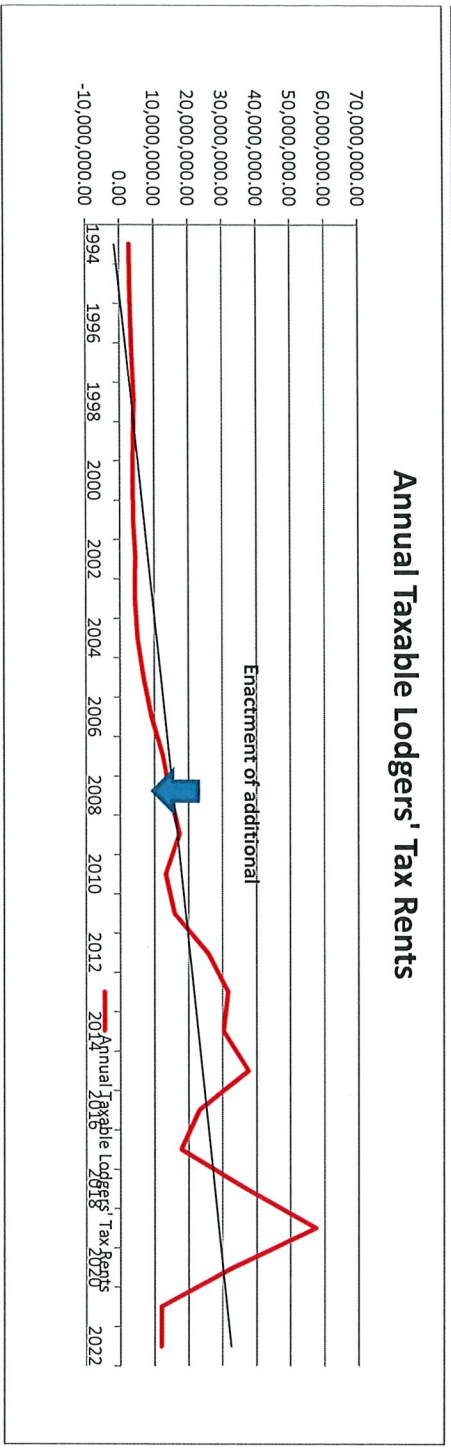
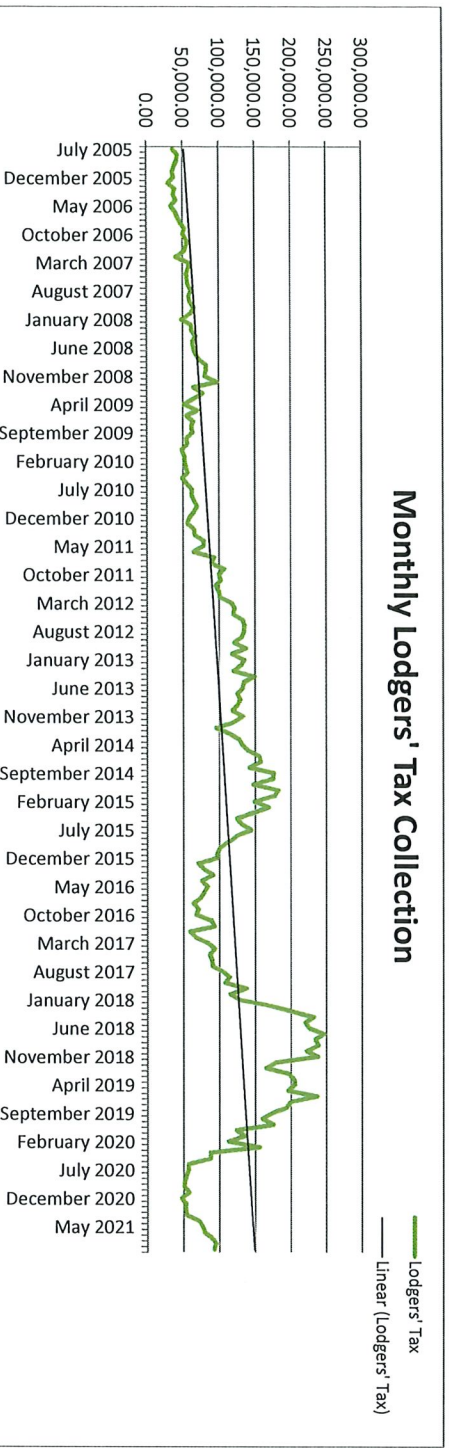
There were no Event Summaries presented to the Board.

Adjournment

There being no further business or comments, Ms. Moon moved that the meeting adjourn. Ms. Hunter 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.

Chairperson

CITY OF HOBBS LODGERS' TAX PROGRAM							
9/30/2021							
AWARD							
	PROJECT	DATE	AMOUNT	ACTUAL EXPENSE	ACTUAL OUTSTANDING GRANT	CATEGORY	
9/30/2021	CASH BALANCE				1,216,071.91		
Proof of Cash:							
Beginning Cash Available for Profit, Non-Profit, and Public Entities (20%)						309,346.76	
22-01	Western Heritage Museum	7-14-21	26,181.00		26,181.00		
22-02	Southwest Symphony	7-14-21	34,717.00		34,717.00		
22-03	United Way of Lea County	7-14-21	88,500.00		88,500.00		
22-04	Hobbs Chamber of Commerce	7-14-21	49,178.95		49,178.95		
22-05	Cycle City Promotions	7-14-21	50,000.00		50,000.00		
22-06	Hobbs Airfield Speedway, LLC	7-14-21	5,150.00		5,150.00		
TOTAL REMAINING ALLOCATION FOR PROFIT, NON-PROFIT AND PUBLIC ENTITIES			428,549.81	0.00	227,545.95		
Add:	20% Monthly Tax Revenue (starting April 1st, 2013)				55,863.12		
Cash Available for Allocation					<u>137,663.93</u>		
Beginning Cash Available for Local Government (City and County) (40%)						874,801.28	
20-27	CITY OF HOBBS - MARKETING/BRANDING CAMPAIGN	3/2/2020	250,000.00	5,844.00	244,156.00		
22-07	CITY OF HOBBS - CORE (OPERATING)	4/14/2021	500,000.00	125,000.00	375,000.00		
22-08	CITY OF HOBBS - CORE (MARKETING)	4/14/2021	98,400.00	40,214.12	58,185.88		
22-09	CITY OF HOBBS - ROCKWIND GOLF (MARKETING)	4/14/2021	67,400.00	15,015.67	52,384.33		
TOTAL REMAINING ALLOCATION FOR LOCAL GOVERNMENT			915,800.00	186,073.79	729,726.21		
Add:	40% Monthly Tax Revenue (starting April 1st, 2013)				111,726.23		
Cash Available for Allocation					<u>320,999.67</u>		
Beginning Cash Available for Fire, EMS, Sanitation (15%)							
TOTAL REMAINING ALLOCATION FOR CITY OF HOBBS POLICE AND FIRE			41,897.34	41,897.34	0.00		
Add:	15% Monthly Tax Revenue (starting April 1st, 2013)				41,897.34		
Cash Available for Allocation					<u>0.00</u>		
Beginning Cash Available for Airline subsidy (25%)						0.00	
22-10	EDC - AIRLINE SUBSIDY	04/14/2021	150,000.00	25,355.08	124,644.92		
Add:	25% Monthly Tax Revenue (starting April 1st, 2013)				69,828.90		
TOTAL REMAINING ALLOCATION FOR AIRLINE SUBSIDY							
Cash Available for Allocation					<u>(54,816.03)</u>		



**CITY OF HOBBS
EVENT SUMMARIES
9/30/2021**

			AMOUNT SPENT
22-07	CITY OF HOBBS - CORE (OPERATING)	4/14/2021	125,000.00
22-08	CITY OF HOBBS - CORE (MARKETING)	4/14/2021	40,214.12
22-09	CITY OF HOBBS - ROCKWIND GOLF (MARKETING)	4/14/2021	15,015.67
22-10	EDC - AIRLINE SUBSIDY	04/14/2021	25,355.08
	CITY OF HOBBS POLICE AND FIRE (SECURITY)	04/14/2021	<u>41,897.34</u>
TOTAL			247,482.21

Tuff Hedeman Bull Riding Tour

“Tuff Hedeman Bull Riding Tour”



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 guidelines for the Lodgers' Tax Funding.

Cheryl Hedeman
 Representative

Tuff Hedeman Bull Riding Tour
 Name of Organization

10/5/2021
 Date

Received at City Hall:

 (date and time)

Request for Lodgers' Tax Assistance
Contact Information

Organization	Tuff Hedeman Bull Riding Tour
Name of Contact	Cheryl Hedeman
Address	POB 146
City, State Zip	Morgan Mill, TX 76465
Phone#/Fax#	254-459-9205/No Fax
email	Cfhedeman@aol.com

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships	30,000.00					30,000.00
	Sales	85,000.00					85,000.00
	Donations						-
	Prior Year Carryover	20,000.00					20,000.00
	Other (please explain)						-
	Total Income	135,000.00	-	-	-	-	-

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items						-
	Cost of Awards	30,000.00					30,000.00
	Building/Booth Rent	10,000.00					10,000.00
	Advertising						-
	Printing & Mailing						-
	Print Media						-
	Electronic Media						-
	Misc. (Please explain)						-
	Production Cost	65,000.00					65,000.00
Total NON- LODGERS' Exp.	105,000.00	-	-	-	-	-	105,000.00

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	3,199.98	-	-	-	-	3,199.98
Print Media	2,999.99	-	-	-	-	2,999.99
Electronic Media	13,000.03	-	-	-	-	13,000.03
Other	800.00	-	-	-	-	800.00
TOTAL LODGERS' TAX REQ. SUMMARY	20,000.00	-	-	-	-	20,000.00

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

Name of Event	Tuff Hedeman Bull Riding Tour		
Date	January 22, 2022		
Location	Lea County Expo Center		
Description	Professional Bull Riding		

Expected Attendance	3,500	# of Overnights	400
Is this an annual event?	Yes	Is this a new event?	No

PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
	Posters (save-the-date)	1.00	300		300.00	Flyers Tickets	0.03
Programs	1.00	2,100	2,100.00				
SUBTOTAL			2,400.00	SUBTOTAL			799.98
Mailings			-	TOTAL PRINTING COSTS			3,199.98

PRINT MEDIA

	Name	# of ads	Cost	Total
	Newspaper	Hobbs Daily News	7	428.57
				-
SUBTOTAL				2,999.99
	Name	# of ads	Cost	Total
	Magazine/Other			-
				-
SUBTOTAL				-
			TOTAL PRINT MEDIA	2,999.99

ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
	Radio	Noalmark-Hobbs, Moalmark-Roswell,		
Carlsbad, KSSL, ZIA, MTD		1035	9.66	9,999.14
Television	KCBD TV	1	2,000.89	2,000.89
				-
Social Media	Face Book	2	500.00	1,000.00
				-
			TOTAL ELECTR. MEDIA	13,000.03

OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees				-
Sound and Lighting Costs	Q Systems	1	800.00	800.00
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)				-
Other: (please list)				-
				-
				-
				-
				-
				-
				-
			TOTAL OTHER EXPENSE	800.00

TOTAL REQUEST FOR EVENT 5	20,000.00
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Instructions: Please complete all areas of BLUE that apply.

City of Hobbs CVB

“Hobbs Tree Lighting Ceremony”



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

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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.

Meghan Mounay
 Representative

City of Hobbs CVB
 Name of Organization

10/8/21
 date

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

Organization	City of Hobbs Convention and Visitors Bureau (CVB)
Name of Contact	Meghan Mooney
Address	200 East Broadway
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	(575)391-4169
email	mmooney@hobbsnm.org

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships	5,000.00					5,000.00
	Sales						-
	Donations						-
	Prior Year Carryover						-
	Other (please explain)						-
	Total Income	5,000.00	-	-	-	-	-

		Event 1	Event 2	Event 3	Event 4	Event 5	Total	
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items						-	
	Cost of Awards	1,500.00					1,500.00	
	Building/Booth Rent						-	
	Advertising	1,000.00					1,000.00	
	Printing & Mailing	300.00					300.00	
	Horse-Drawn Carriage	5,500.00					5,500.00	
	Rentals (Rides and Portable	20,400.00					20,400.00	
	Misc. (Please explain)	Santa Clause and Photos	675.00					675.00
		Additional Lighting and Decorations	5,000.00					5,000.00
		Children's Village Materials	3,500.00					3,500.00
Total NON- LODGERS' Exp.		37,875.00	-	-	-	-	37,875.00	

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	684.00	-	-	-	-	684.00
Print Media	680.00	-	-	-	-	680.00
Electronic Media	10,100.00	-	-	-	-	10,100.00
Other	7,249.81	-	-	-	-	7,249.81
TOTAL LODGERS' TAX REQ. SUMMARY	18,713.81	-	-	-	-	18,713.81

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

Name of Event	Hobbs Tree Lighting Ceremony (TLC)		
Date	December 4, 2021		
Location	Downtown Hobbs - Shipp Street Plaza		
Description	This will be the fourth annual Hobbs Tree Lighting Ceremony (TLC). It was held virtually last year and incurred no cost. The TLC is held to encourage togetherness and unity in our community. Each year, it benefits the Hobbs Fire Department (HFD) Toy Drive as donations of toys and money are accepted during the event.		

Expected Attendance	2000	# of Overnighters	50	
Is this an annual event?	Yes	Is this a new event?	No	

PRINTING							
	Cost	Quantity	Total		Cost	Quantity	Total
Posters (save-the-date) Programs	3.00	150	450.00	Postcards Tickets	0.78	300	234.00
			-				
	SUBTOTAL				SUBTOTAL		
			450.00				234.00
	Cost	Quantity	Total				
Mailings			-		TOTAL PRINTING COSTS		
			-				684.00

PRINT MEDIA				
			Cost	Total
	Name	# of ads		
Newspaper				
	SUBTOTAL			-
Magazine/Other	Name	# of ads	Cost	Total
	Ampersand	4	170.00	680.00
				-
	SUBTOTAL			680.00
	TOTAL PRINT MEDIA			680.00

ELECTRONIC MEDIA				
			Cost	Total
	Name	# of spots		
Radio	Noalmark Broadcasting	500	10.00	5,000.00
	MTD Radio	250	8.00	2,000.00
Billboard	Kassis Advertising	3	700.00	2,100.00
				-
Social Media	Facebook and Instagram	100	10.00	1,000.00
				-
	TOTAL ELECTR. MEDIA			10,100.00

OTHER EXPENSE				
			Cost	Total
	Name	# of item		
Professional Performance Fees	Carolers	1	250.00	250.00
Sound and Lighting Costs	Q Systems	1	1,000.00	1,000.00
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)	Giveaways and Prizes	103	24.27	2,499.81
				-
Other: (please list)	Children's Village Materials	1	3,500.00	3,500.00
				-
				-
				-
				-
				-
				-
	TOTAL OTHER EXPENSE			7,249.81

TOTAL REQUEST FOR EVENT 1	18,713.81
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Instructions: Please complete all areas of BLUE that apply.