### 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

#### \*\* 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, 1<sup>st</sup> 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 <a href="mailto:mmaildonado@hobbsnm.org">mmaildonado@hobbsnm.org</a> 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, 1<sup>st</sup> 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 ave.

#### **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 <a href="mailto:mmaildonado@hobbsnm.org">mmaildonado@hobbsnm.org</a> 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 Adventured. 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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 overnighters.

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 ves, 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.

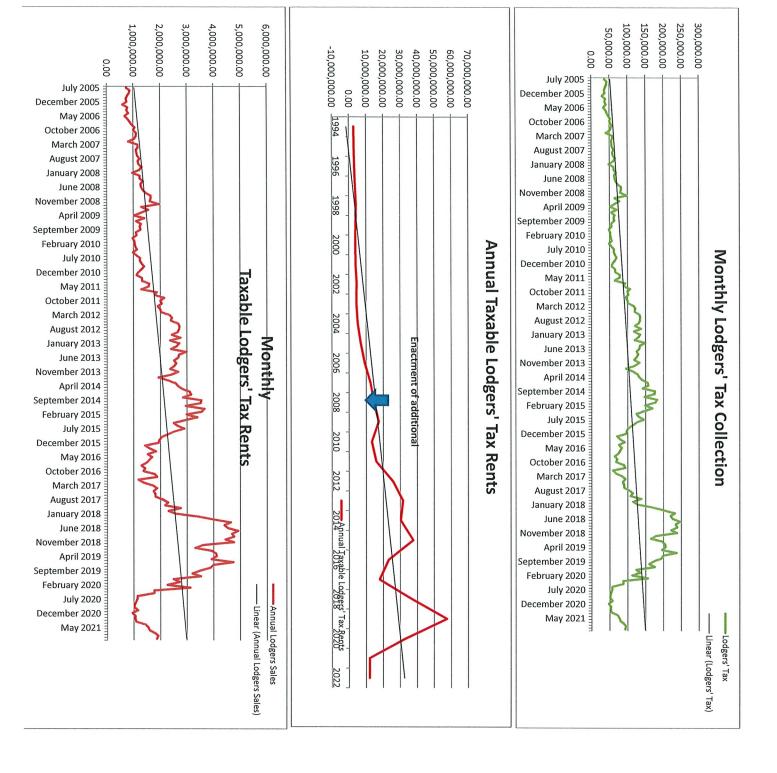
#### <u>Adjournment</u>

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	

		RECEIPTS	239999-			EXPE	END	ITURES				
Month	Month	Gross Taxable	Lodgers'	Other	*	Contract for	-	Advert &		NET CHA	NGE	Cash
		Revenue	Tax	Income	TOTAL	Services	F	Promotion	TOTAL	For Month	YTD _	Balance
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	203,049.54			115,183.30	115,183.30	87,866.24	87,866.24	2,328,260.5
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	2,504,551.2
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	2,238,068.3
October 2019		3,204,691.60	160,234.58	2,587.53	162,822.11			6,512.10	6,512.10	156,310.01	153,984.08	2,394,378.3
November 2019		3,518,379.60	175,918.98	2,569.68	178,488.66			181,025.21	181,025.21	-2,536.55	151,447.53	2,391,841.8
December 2019		2,494,241.80	124,712.09	2,951.55	127,663.64			266,151.54	266,151.54	-138,487.90	12,959.63	2,253,353.9
SUBTOTAL		20,585,449.00	1,029,272.45	17,327.99	1,046,600.44	0	0.00	1,033,640.81	1,033,640.81			
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	2,371,390.3
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	2,415,788.0
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	1077371.29			
FY 2020			1,668,566.83									
<b>CASH BALANCE</b>		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	i <b>-</b>	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	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	1,469,100.0
March 2021		1,094,322.80	54,716.14	71.28	54,787.42			369,287.22	369,287.22	-314,499.80	-314,499.80	1,154,600.2
April 2021		1,438,003.40	71,900.17	60.84	71,961.01			0.00	0.00	71,961.01	71,961.01	1,226,561.2
May 2021		1,548,735.60	77,436.78	56.89	77,493.67			0.00	0.00	77,493.67	77,493.67	1,304,054.9
June 2021		1,593,608.60	79,680.43	137.09	79,817.52			199,724.39	199,724.39	-119,906.87	-119,906.87	1,184,148.0
SUBTOTAL		7,798,006.00	389,900.30	518.99	390,419.29	0	0.00	646,490.08	646,490.08			
FY 2021			710,404.36									
CASH BALANCE		1,184,148.04										
July 2021		1,801,674.20	90,083.71	45.30	90,129.01			-	-	90,129.01	90,129.01	1,274,277.05
August 2021		1,915,939.00	95,796.95	45.20	95,842.15			25,355.08	25,355.08	70,487.07	160,616.08	1,344,764.12
September 2021		1,868,698.40	93,434.92		93,434.92			222,127.13	222,127.13	(128,692.21)	31,923.87	1,216,071.91
October 2021		-			-				-	-	31,923.87	1,216,071.91
November 2021		-			1-				-	-	31,923.87	1,216,071.91
December 2021		-		-	-				-	-	31,923.87	1,216,071.91
SUBTOTAL		5,586,311.60	279,315.58	90.50	279,406.08	0.	.00	247,482.21	247,482.21			
January 2022		0.00	)		0.00				0.00	0.00	0.00	1,216,071.9
February 2022		0.00	)		0.00				0.00	0.00	0.00	1,216,071.9
March 2022		0.00	)		0.00				0.00	0.00	0.00	1,216,071.9
April 2022		0.00	)		0.00				0.00	0.00	0.00	1,216,071.9
May 2022		0.00	)		0.00				0.00	0.00	0.00	1,216,071.9
June 2022		0.00			0.00				0.00	0.00	0.00	1,216,071.9
SUBTOTAL		0.00	0.00	0.00	0.00	0.	.00	0.00	0.00			
CASH BALANCE		1,216,071.91	279,315.58				9.998			<b>化聚型分泌液</b> 素		

	CITY OF HOBBS LODGERS' TAX PROGRAM				
9/30/2021					
	AWARD				ACTUAL
				ACTUAL	OUTSTANDING
	PROJECT	DATE	AMOUNT	EXPENSE	GRANT CATEGORY
9/30/2021	CASH BALANCE				1,216,071.91
Proof of Cash:					
Beginning Cas	h Available for Profit, Non-Profit, and Public Entities (20%)				309,346.76
	1	1	1		
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		
22-06	Hobbs Airlield Speedway, LLC	7-14-21	5,150.00		5,150.00
Add:	TOTAL REMAINING ALLOCATION FOR PROFIT, NON-PROFIT AND 20% Monthly Tax Revenue (starting April 1st, 2013)	PUBLIC ENTITIES	428,549.81	0.00	227,545.95 55,863.12
Add.	Cash Available for Allocation			-	137,663.93
				=	
Beginning Cas	h 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				320,999.67
Beginning Cas	sh Available for Fire, EMS, Sanitation (15%)				
-	TOTAL REMAINING ALLOCATION FOR CITY OF HOBBS POLICE A	ND FIRE	41,897.34	41,897.34	0.00
Add:	15% Monthly Tax Revenue (starting April 1st, 2013)	NO LIKE	41,087.34	41,897.34	0.00
, idu.	Cash Available for Allocation			41,007.04	0.00
				<del>_</del>	5.00
Beginning Cas	sh Available for Airline subsidy (25%)				0.00
	1		,		
-					
22-10	EDC - AIRLINE SUBSIDY	04/14/2021	150,000,00	25,355.08	124,644.92
			,		, 1102
Add:	259/ Monthly Tay Dayanua (starting April 1st 2012)				CO 000 00
Add:	25% Monthly Tax Revenue (starting April 1st, 2013) TOTAL REMAINING ALLOCATION FOR AIRLINE SUBSIDY				69,828.90
	Cash Available for Allocation				(54,816.03)
	CASAL TANIGATION TO THIS COUNTY				(04,010.00)



CITY OF HOBBS

	EVENT SUMMARIES		AMOUNT
	9/30/2021		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 _	41,897.34
	TOTAL		247,482.21

# 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.

 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

Non-Eligible
Administrative Office Overhead
Website Costs
Real Property
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 g	uidelines for the Lodgers' Tax Funding.	
Cheryl Hedeman	Tuff Hedeman Bull Riding Tour	10/5/2021
Representative	Name of Organization	Date
Received at City Hall:		
(date	and time)	

				Lodgers' T	ax Assistan	ce						
Organizatio	n			Tuff Hede	man Bull Riding	g Tour						
Name of Co	ontact			Che	eryl Hedeman							
Address					POB 146							
City, State Z	Zip		Morgan Mill, TX 76465									
Phone#/Fax	x#			254-4	59-9205/No Fa	ıx						
email			Cfhedeman@aol.com									
				Event Budg	get							
			Event 1	Event 2	Event 3	Event 4	Event 5	Total				
	Sponsors	hips	30,000.00					30,000.00				
	Sales		85,000.00					85,000.00				
Income	Donation	s						-				
	Prior Yea	r Carryover	20,000.00					20,000.00				
	Other (pl	ease explain)						-				
		Total Income	135,000.00	-	-	-	-	135,000.00				
			Event 1	Event 2	Event 3	Event 4	Event 5	Total	_			
	Cost of Sa	ales Items						-				
	Cost of A	wards	30,000.00					30,000.00				
	Building/	Booth Rent	10,000.00					10,000.00	NON -			
EXPENSE	Advertisi	ng						-	LODGERS'			
(NON-	Printing 8	& Mailing						-	TAX			
LODGERS' TAX	Print Me	dia						-				
.,	Electroni	c Media						-				
	Misc							-				
	(Please explain) -	Production Cost	65,000.00					65,000.00				
	,							-				
	Total NO	N- LODGERS' Exp.	105,000.00	-	-	-	-	105,000.00				
			Lodgers'	Tax Budge	t Summary							
			Event 1	Event 2	Event 3	Event 4	Event 5	Total	_			
Printing			3,199.98	-	-	-	-	3,199.98	LODGERS'			
Print Media	a		2,999.99	-	-	-	-	2,999.99	TAX			
Electronic (	Media		13,000.03	-	-	-	-	13,000.03				
Other			800.00	-	-	-	-	800.00				
TOTAL LOD	GERS' TA	REQ. SUMMARY	20,000.00	•	-	-	<u>.</u>	20,000.00				

Instructions:	Please complete all are	as of BLUE that apply.	Lodgers' Tax Budge	et Summary must recond	ile to Event Details

Lod			get - Ev		lumbei	1		
Name of Event	Tuff Hedemai	n Bull Riding 1	our					
Date	January 22, 2	022						
Location	Lea County Ex							
ESCUCION	Lea county L							
Description	Professional I	Bull Riding						
Expected Attendance		3,500	# of Overnigh	ters	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	0.03	26,666	799.98	
Programs		2,100	2,100.00	Tickets				
	SUBTOTAL	Quantity	2,400.00		SUBTOTAL		799.98	
Mailings	Cost	Quantity	Total		TOTAL PRIN	TING COSTS	2 100 00	
ivialiligs		DI	RINT MEDIA		TOTAL PRIN	TING COSTS	3,199.98	
		Name		# of ads	Co	st	Total	
Newspaper	Hobbs Daily N			7		428.57	2,999.99	
	44344						-	
				SUBTOTAL			2,999.99	
		Name		# of ads	Co	st	Total	
Magazine/Other							-	
				CURTOTAL				
				SUBTOTAL	TOTAL PRIN	T MEDIA	2,999.99	
		ELI	ECTRONIC ME	DIA	TOTALFRIN	TIVILDIA	2,333.33	
		Name		# of spots	Cc	st	Total	
Radio	Noalmark-Ho	bbs, Moalma	rk-Roswell,				-	
	Carlsbad, KSS	L, 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	
		0.7	HER EXPENSE		TOTAL ELECT	R. MEDIA	13,000.03	
		Name	HER EXPENSE	# of item	Co	ost .	Total	
Professional Performance Fees		rvaine		" Of Item	CC		-	
Sound and Lighting Costs	Q Systems			1		800.00	800.00	
Sanction Fees							•	
Promotional Items (eg: tshirts,							-	
rings, etc.)							-	
Other: (please list)							-	
							-	
,							-	
							-	
					TOTAL OTHE	R EXPENSE	800.00	
						1100	555.00	
TOTAL REQUEST	FOR EV	123865 P. 1817 P. 1818					20,000.00	

Instructions: Please complete all areas of BLUE that apply.

# City of Hobbs CVB



#### 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 Advertising/Promotion Items Sanitation Sanction Fees	Administrative Office Overhead Website Costs Real Property 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.	
Manan Mounal Representative	Name of Organization	10/8/21 date

			•	Lodgers' T	ax Assistan	ce				
Organizatio	n				ntion and Visito	ors Bureau (CV	В)			
Name of Contact			Meghan Mooney							
Address			200 East Broadway							
City, State Zip			Hobbs, NM 88240							
Phone#/Fax	<b>(</b> #		(575)391-4169							
email					ey@hobbsnm.	org				
				Event Budg	get					
			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)							, <u>-</u>		
	Total Income		5,000.00	=	-	1	-	5,000.00		
			Event 1	Event 2	Event 3	Event 4	Event 5	Total		
EXPENSE (NON-	Cost of Sales Items							-		
	Cost of Awards		1,500.00					1,500.00		
	Building/Booth Rent							-		
	Advertising		1,000.00					1,000.00	L	
	Printing & Mailing		300.00					300.00		
LODGERS' TAX	Horse-Drawn Carriage		5,500.00					5,500.00		
17.00	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 NO	ON- LODGERS' Exp.	37,875.00	-	-	-	-	37,875.00	-	
			Lodgers'	Tax Budge	t Summary					
			Event 1	Event 2	Event 3	Event 4	Event 5	Total	_	
Printing			684.00	-	-	-	-	684.00	L	
Print Medi	a		680.00	-	-	-	-	680.00		
Electronic	Media		10,100.00	-	-	-	-	10,100.00		
Other			7,249.81	-	-	-	-	7,249.81		
TOTAL LOD	GERS' TA	X REQ. SUMMARY	18,713.81				-	18,713.81		

		Event I	Informa	ation						
Name of Event	Hobbs Tree L	ighting Ceren	mony (TLC)							
Date	December 4, 2021									
Location	Downtown Hobbs - Shipp Street Plaza									
	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.									
Description										
•	are accepted			artment (H	FD) Toy Drive	as donations of	toys and money			
Expected Attendance	are accepted	2000	# of Overnigh	ters	50					
Is this an annual event?		Yes	Is this a new				v.			
is tills all allitual event:			PRINTING	eventi	No					
	Cost	Quantity	Total		Cost	Quantity	Total			
Posters (save-the-date)	3.00	150	450.00	Postcards	0.78	300	234.00			
Programs			-	Tickets			-			
	SUBTOTAL		450.00		SUBTOTAL		234.00			
0.0-111	Cost	Quantity	Total				504.00			
Mailings		D	RINT MEDIA		TOTAL PRIN	TING COSTS	684.00			
		Name	KINT WILDIA	# of ads	Cost		Total			
Newspaper	Nume									
				SUBTOTAL			-			
	Name			# of ads	Cost		Total			
Magazine/Other	Ampersand			4		170.00	680.00			
				SUBTOTAL			680.00			
					TOTAL PRINT MEDIA		680.00			
		EL	ECTRONIC ME	DIA						
-	Name			# of spots Cost 10.00			Total			
Radio	CONTRACTOR OF TAXABLE PARTY OF	Noalmark Broadcasting				10.00	5,000.00			
	MTD Radio			250		700.00	2,000.00 2,100.00			
Rillhoard	Kaccic Advor	ticing					2.100.00			
Billboard	Kassis Adver	tising		3		700.00	_,			
Billboard Social Media				100		10.00	-			
	Facebook an						1,000.00			
					TOTAL ELECT	10.00	-			
		d Instagram OT	HER EXPENSE	100	TOTAL ELECT	10.00	1,000.00 - 10,100.00			
Social Media	Facebook an	d Instagram	HER EXPENSE	100	TOTAL ELECT	10.00  TR. MEDIA	1,000.00 - 10,100.00 Total			
Social Media Professional Performance Fees	Facebook an	d Instagram OT	HER EXPENSE	# of item	TOTAL ELECT	10.00 FR. MEDIA Dist 250.00	1,000.00 - 10,100.00 Total 250.00			
Social Media Professional Performance Fees Sound and Lighting Costs	Facebook an	d Instagram OT	HER EXPENSE	100	TOTAL ELECT	10.00  TR. MEDIA	1,000.00 - 10,100.00 Total 250.00			
Social Media Professional Performance Fees	Facebook an	d Instagram OT Name	HER EXPENSE	# of item	TOTAL ELECT	10.00 FR. MEDIA Dist 250.00	1,000.00 - 10,100.00			
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.)	Facebook an  Carolers Q Systems	d Instagram OT Name	HER EXPENSE	# of item 1	TOTAL ELECT	10.00  TR. MEDIA  DSt  250.00 1,000.00	1,000.00  10,100.00  Total  250.00 1,000.00			
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts,	Carolers Q Systems Giveaways a	d Instagram OT Name		# of item 1	TOTAL ELECT	10.00  TR. MEDIA  DSt  250.00 1,000.00	1,000.00  10,100.00  Total  250.00 1,000.00  - 2,499.81			
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.)	Carolers Q Systems Giveaways a	d Instagram OT Name nd Prizes		# of item 1 100	TOTAL ELECT	10.00  TR. MEDIA  Dist  250.00 1,000.00  24.27	1,000.00  10,100.00  Total  250.00 1,000.00  - 2,499.81			
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.)	Carolers Q Systems Giveaways a	d Instagram OT Name nd Prizes		# of item 1 100	TOTAL ELECT	10.00  TR. MEDIA  Dist  250.00 1,000.00  24.27	1,000.00  10,100.00  Total  250.00 1,000.00  - 2,499.81			
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.)	Carolers Q Systems Giveaways a	d Instagram OT Name nd Prizes		# of item 1 100	TOTAL ELECT	10.00  TR. MEDIA  Dist  250.00 1,000.00  24.27	1,000.00  10,100.00  Total  250.00 1,000.00  - 2,499.81			
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.)	Carolers Q Systems Giveaways a	d Instagram OT Name nd Prizes		# of item 1 100	TOTAL ELECT	10.00  TR. MEDIA  Dist  250.00 1,000.00  24.27	1,000.00  10,100.00  Total  250.00 1,000.00			
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.)	Carolers Q Systems Giveaways a	d Instagram OT Name nd Prizes		# of item 1 100	TOTAL ELECT	10.00  TR. MEDIA  250.00 1,000.00  24.27  3,500.00	1,000.00  10,100.00  Total  250.00 1,000.00  - 2,499.81			

Instructions: Please complete all areas of BLUE that apply.