

Lodgers' Tax Agenda



Chairperson

Jack Robertson

Members

Oscar Gonzalez
Thomas K. Wilson II
Lahcen Tigui
Terry Sowell

July 9, 2025



LODGERS' TAX BOARD AGENDA

Regular Meeting Agenda

Date: Wednesday, July 9, 2025

Place: 200 E. Broadway, 1st Floor City Hall Annex, Hobbs, New Mexico

Time: 3:00 p.m.

*Jack Robertson, Chairperson
Tourist Industry Related*

*Lahcen Tigui
Lodging Industry Related*

*Thomas K. Wilson II
Lodging Industry Related*

*Oscar Gonzalez
Member-At-Large*

*Terry Sowell
Tourist Industry Related*

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1. **Call to Order**
 2. **Roll Call**
 3. **Pledge of Allegiance**
 4. **Approval of Minutes:** April 9, 2025
 5. **Communications from Citizens** (3-minute limit per citizen)
 6. **Discussion/Updates:**
 - a. Financial Report (*Toby Spears, Finance Director*)
 7. **Action Items**

T.S.

- a. United Way of Lea County
United Way Chili Fest (\$17,650.00)
September 26 and 27, 2025
- b. New Mexico Junior College
NMJC Homecoming Weekend &
60th Anniversary Celebration (\$6,630.00)
October 31, 2025 & November 1, 2025
- c. Hobbs Airfield Speedway
Summer Banger Cash Days No Prep #2 (\$3,500.00)
September 27, 2025
Wild West Drive & Dash (\$2,500.00)
October 25, 2025
- d. Option, Inc.
Runway to Resilience – Option, Inc. (\$5,105.50)
October 18, 2025
- e. New Mexico Rodeo Pageant and Scholarship Association
Miss Rodeo New Mexico Pageant (\$9,480.00)
October 3 through 5, 2025
- f. Hobbs USSSA
Pretty in Pink NIT (\$9,000.00)
October 10 through 12, 2025
- g. Impacto JAG Promotions, LLC
Inseparables 2025 (\$31,000.00)
October 17 and 18, 2025

8. Event Summaries

9. Adjournment

The City will make every effort to provide reasonable accommodations for people with disabilities who wish to attend a public meeting. Please notify the City at least 24 hours before the meeting by calling 575-397-9208.

Notice is hereby given that a quorum of the Hobbs City Commission may be in attendance at City Advisory Board meetings.

Next Meeting Date:
Wednesday, October 8, 2025, at 3:00 p.m.

Minutes of the regular meeting of the Lodgers' Tax Board held on Wednesday, April 9th, 2025, at 3:00 p.m. in the City Commission Chamber, 200 East Broadway, 1st Floor Annex, Hobbs, New Mexico.

Chairperson Pro-Tem Oscar Gonzalez called the meeting to order. The following members were present:

Oscar Gonzalez, Chairperson Pro-Tem
Lahcen Tigui
Thomas K. Wilson II

Absent: Jack Robertson
Terry Sowell

Also Present: Toby Spears, Finance Director
Jan Fletcher, City Clerk
5 Citizens

Pledge of Allegiance

Chairperson Pro-Tem Oscar Gonzalez led the Pledge of Allegiance.

Approval of Minutes

Mr. Lahcen Tigui moved that the minutes of the meeting held January 8, 2025, be approved as presented. Mr. Thomas Wilson seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

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 March 31, 2025, are as follows:

Ending Cash Balance	\$ 1,928,178.55
Year to Date Revenue	\$ 1,419,087.14
Year to Date Expenditures	\$ 1,191,966.15
Available for Profit, Non-Profit & Public Entities	\$ 377,900.88
Available for Local Government (City and County)	\$ 1,136,258.13
Available for Airline Subsidy	\$ 414,019.55

Mr. Spears reminded all requesters they will need to have an organization representative attend the next meeting of the Hobbs City Commission on Monday, April 21, 2025, regarding their requests.

Request for Funding

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

United Way of Lea County

TURFS – Flag Football Bowl

June 14, 2025

Original Request: \$12,000.00

Board Recommendation to Commission: \$12,000.00

Ms. Rebecca Titus and Ms. Brittany Embry, representatives for United Way of Lea County, presented the request for funding for TURFS (Teams United Representing Field Sports) Flag Football Bowl in the amount of \$12,000.00.

Ms. Titus explained that United Way raises funds for the Hobbs Schools Crisis Fund but is now looking to expand support to the Lea County Schools Crisis Fund, which provides assistance to students facing homelessness. Their efforts include providing mattresses, hotel stays, eviction assistance, and bus passes through Hobbs Express for students who do not qualify for a school bus route, due to the hotel stay.

She emphasized that all proceeds from this event will go directly to the Hobbs Schools Crisis Fund, with no overhead or administrative costs deducted. United Way of Lea County works closely with the McKinney-Vento program in schools, which supplies hygiene products, while United Way steps in to fill additional gaps in student needs.

For promotion, Ms. Titus shared that they have expanded their outreach to Lubbock, Roswell, and Midland. She noted that they modeled this event after Hike It and Spike It, a now-dissolved sports event. Two teams have already registered, and four others from Roswell have expressed interest.

During the meeting, Mr. Tigui inquired whether the one-day event would result in significant overnight stays. Ms. Titus responded that they plan to track attendance numbers, and Ms. Embry added that a mandatory coaches' meeting the night before the event would likely lead to some overnight stays.

Mr. Wilson moved that funding in the amount of \$12,000.00 be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Robertson yes. The motion carried.

Lea County Fair & Rodeo

2025 Hispanic Heritage Celebration Night

August 1, 2025

2025 American Hero's Night

August 8, 2025

Original Request: \$104,315.00

Board Recommendation to Commission: \$104,315.00

Original Request: \$104,365.00

Board Recommendation to Commission: \$104,365.00

Mr. Wyatt Duncan, Lea County Fairgrounds Director and representative for Lea County Fair & Rodeo, presented the request for two events the 2025 Hispanic Heritage Celebration Night in the amount of \$104,315.00, and 2025 American Hero's Night in the amount of \$104,365.00.

Mr. Duncan announced that the Lea County Fair and Rodeo is scheduled to take place from August 1st to August 8th. He shared that the event will feature six different artists performing over six nights, with the first evening dedicated to Hispanic Heritage Night.

He explained that the requested funds would cover artist fees, sound and production costs, and advertising, including placements in newspapers, billboards, and radio ads in markets such as Carlsbad, Roswell, and Lubbock and more. According to Mr. Duncan, last year's Fair and Rodeo attracted 15,000 visitors per night, and many of the performing artists typically stay at Zia Park Hotel for at least two nights.

Additionally, Mr. Duncan presented a separate request for American Heroes Night, an event dedicated to honoring first responders. He noted that the night will end with a concert, which is expected to draw between 10,000 and 15,000 attendees.

Mr. Wilson moved that funding in the amount of \$104,315.00 for 2025 Hispanic Heritage Celebration Night be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$104,365.00 for 2025 American Hero's Night be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Hobbs Chamber of Commerce, Inc.

Hobbs August Nites

August 29 and 30, 2025

Original Request: \$23,179.77

Board Recommendation to Commission: \$23,179.77

Mr. Amancio Cruz, representative for Hobbs Chamber of Commerce, Inc., presented the request for Hobbs August Nites in the amount of \$23,179.77.

Mr. Cruz explained that the requested funding would be used for advertising the event through local newspapers and statewide radio promotions, including select cities in Texas. Additionally, funds would cover the cost of t-shirts distributed at the event to attendees traveling from out of town.

Mr. Wilson moved that funding in the amount of \$23,179.77 for the Hobbs Chamber of Commerce, Inc. be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Hobbs Hispano Chamber Foundation

Fiestas de Septiembre

September 6, 2025

Original Request: \$25,000.00

Board Recommendation to Commission: \$25,000.00

Mr. Saul Villarreal and Ms. Rosa Carrillo, representatives for Hobbs Hispano Chamber Foundation, presented the request for funding for the Fiestas de Septiembre, in the amount of \$25,000.00.

Mr. Villarreal explained that Fiestas de Septiembre is an annual concert event celebrating the independence of Mexico and several other Latin American countries. The event is scheduled for early September, so it will not conflict with the timing of a major boxing match, which typically occurs around the middle of the month.

He highlighted that last year's event was highly successful, drawing approximately 5,000 to 6,000 attendees. The featured band, Banda Los Recoditos, attracted a large crowd. This year, the event will showcase Banda Crusillos, a group known for its vibrant and energetic performances that appeal to all generations, particularly younger audiences. It is expected that 1,000 to 2,000 attendees will be traveling from out of town.

The requested funds will be used exclusively for advertising in West Texas and Southeast New Mexico to promote the event. Fiestas de Septiembre is a free event, featuring food trucks, live performances, face painting, and more.

During the meeting, the event was not put to a vote due to a conflict with one member abstaining, leaving only two other Board Members present. Mr. Wilson moved that funding in the amount of \$25,000.00 for Fiestas de Septiembre be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion, and the vote was recorded as follows: Gonzalez abstained, Tigui yes, Wilson yes. The motion failed.

Hobbs Airfield Speedway

Summer Melt Down No Prep #4

July 5, 2025

Flashlight Cash Days No Prep

August 2, 2025

Original Request: \$2,500.00

Board Recommendation to Commission: \$2,500.00

Original Request: \$2,500.00

Board Recommendation to Commission: \$2,500.00

Mr. Jamal R. Awwad, representative for Hobbs Airfield Speedway, presented the request for funding for the Summer Melt Down no Prep #4, in the amount of \$2,500.00 and Flashlight Cash Days No Prep, in the amount of \$2,500.00. He explained the funding requested will be used for radio advertising and for professional performance fees to the promoter of each event.

Mr. Awwad stated the first race is a two-day event with approximately sixty to eighty cars. Most drivers are from out of town; some from Albuquerque, Arizona, El Paso and some from East Texas. The promoter for this event is Cory Escobedo.

Mr. Awwad said the second race's promoter is from East Texas, named Robert Smith. He said both races are no prep events with street racers which attracts many racers.

Mr. Wilson moved that funding in the amount of \$2,500.00 for Summer Melt Down No Prep #4 be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$2,500.00 for Flashlight Cash Days No Prep be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Hobbs USSSA

Jewelz on the Turf NIT

May 23 through 25, 2025

NM/WTX All State

August 9 and 10, 2025

Playing with the Stars Draft Tournament

August 1 through 3, 2025

Original Request: \$9,000.00

Board Recommendation to Commission: \$9,000.00

Original Request: \$9,000.00

Board Recommendation to Commission: \$9,000.00

Original Request: \$5,000.00

Board Recommendation to Commission: \$5,000.00

Ms. Julie Rodriguez, representative for Hobbs USSSA, presented the request for funding for three events the Jewelz on the Turf Tournament in the amount of \$9,000.00, the NM/WTX All State Tournament in the amount of \$9,000.00, and the Playing with the Stars Draft Tournament in the amount of \$5,000.00.

Ms. Rodriguez explained that the first event is a National Invitation Tournament which is limited to 60 teams based on the available field capacity.

She then described the New Mexico All State Tournament which consists of MVP All-Star teams. Last year, 600 players registered and participated in the competition.

The final request is for the Playing with Stars Draft Tournament, an event designed for adult players who sign up individually, are drafted onto teams, and are coached by Conference players. All tournaments are two-day events, with the majority of participants traveling in from out of town.

Mr. Wilson moved that funding in the amount of \$9,000.00 for the Jewelz on the Turf Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$9,000.00 for the NM/WTX All State Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$5,000.00 for the Playing with the Stars Draft Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Permian Basin USSSA

Baseball Moms are the Best

May 10 and 11, 2025

Last Chance for Rings

July 26 and 27, 2025

Original Request: \$24,988.80

Board Recommendation to Commission: \$24,988.80

Original Request: \$24,988.80

Board Recommendation to Commission: \$24,988.80

Ms. Julie Rodriguez, standing in for Mr. Tommy Hawkins, representative of Permian Basin USSSA, presented the funding request for two events: Baseball Moms are the Best in the amount of \$24,988.80, and Last Chance for Rings, in the amount of \$24,988.80.

Ms. Rodriguez explained that Baseball Moms are the Best is held on Mother's Day weekend and consistently performs well. The tournament hosts approximately 80 to 85 teams, with only 10 local teams, the majority of teams come from out of town.

She further noted that Last Chance for Rings serves as a World Event qualifier, also averaging 80 to 85 teams. The requested funding would be used solely for promotional items, including rings, t-shirts, banner awards, MVP medals, and more.

Mr. Wilson moved that funding in the amount of \$24,998.80 for the Baseball Moms are the Best Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$24,988.80 for the Last Chance for Rings Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Economic Development Corporation of Lea County

FlyHobbs Marketing Campaign

July 1, 2025 through June 30, 2026

Original Request: \$200,000.00

Board Recommendation to Commission: \$200,000.00

Ms. Jennifer Grassham, representative of the Economic Development Corporation of Lea County, presented a \$200,000.00 funding request for the FlyHobbs Marketing Campaign.

She provided a PowerPoint presentation highlighting brand awareness efforts and strategies to reduce the loss of travelers opting for flights out of Midland/Odessa and Lubbock instead of Hobbs. The campaign is executed in partnership with an advertising agency and a consulting partner who directly engages with United Airlines.

The campaign's central message is: "If you gotta fly somewhere, Fly Hobbs." Rather than focusing on the airline itself, the marketing efforts emphasize the destination, aiming to attract both business and leisure travelers.

Ms. Grassham also presented data from the past 12 months, showing that 53% of passengers come from New Mexico, Texas, and Colorado. Currently, flights are available to Colorado and Houston, with plans to expand service to Dallas Lovefield. Additionally, she noted that approximately 6,300 visitors have stayed in local hotels.

During the meeting, Mr. Gonzalez inquired whether the campaign primarily utilizes digital advertising or television commercials. Ms. Grassham explained that television commercials are significantly more expensive so most advertising efforts focus on printed materials. She also mentioned that 80% of available airline seats are usually occupied.

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

Hobbs Juneteenth Committee

Hobbs Juneteenth Freedom Festival

June 20 through 22, 2025

Original Request: \$57,287.50

Board Recommendation to Commission: \$25,000.00

Mr. Byron Marshall representative of Hobbs Juneteenth Committee, presented the request for funding for the Hobbs Juneteenth Freedom Festival in the amount of \$57,287.50.

Mr. Marshall announced that this year marks the 30th Annual Juneteenth Celebration, a nationally recognized holiday commemorating freedom, often regarded as the Fourth of July for the Black community. The requested funds will be used for advertising and securing artists for the event, which will be held at

Booker T. Washington Elementary Park. Featured artists will be brought in from Amarillo, El Paso, and Albuquerque.

Additionally, Mr. Marshall shared that they are partnering with Lea County Children's Librarian Jaime Walters, who will host a story reading and craft session for children. A certified chef will also be present to teach kids how to make "pizza" using watermelon and fruit.

The celebration will feature food vendors, games, a three-on-three basketball tournament, and an educational program inside Booker T. Washington Elementary.

In response to Chairperson Pro-Tem Gonzalez' question, Mr. Spears stated the maximum funding available for non-profit and for-profit organizations is \$25,000.00.

Mr. Wilson moved that funding in the amount of \$25,000.00 for the Hobbs Juneteenth Freedom Festival be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Tru Roping Productions

King of All Truck Ropings

May 3 and 4, 2025

Original Request: \$25,000.00

Board Recommendation to Commission: \$16,600.00

Ms. Kimberly Trujillo, a representative for Tru Roping Productions, presented the request for funding for King of All Truck Ropings in the amount of \$25,000.00.

Ms. Trujillo explained the organization began as a local team roping event in their backyard and has since gained popularity across the country. Their main event has traditionally been held in Clovis but due to numerous requests, they are working on expanding. Last year, they hosted an event in Hobbs, which was completely sold out and highly successful.

She stated the prize fund is set at a total of \$100,000.00 regardless of whether one team or the maximum of 320 teams participates. The grand prize is a fully loaded F-350 4x4 King Ranch Diesel dually truck, making them the only organization to offer such a high-value award. Additionally, numerous giveaways are provided for families in attendance.

Ms. Trujillo noted the event has been featured in the Team Roping Journal and Super Looper, two widely recognized magazines that reach an audience of over

300,000 readers. Teams from Canada, Florida, and across the United States have entered their competition.

During the meeting, Mr. Spears inquired whether the organization was structured as an LLC. Ms. Trujillo responded the organization is for profit and she has a printout available for him.

Ms. Trujillo confirmed that 20 hotel rooms have already been secured for family and friends attending the event. Given that the competition is a two-day event, she emphasized that most participants and attendees will be coming from out of town, ensuring multiple overnight stays.

After a short discussion, Mr. Wilson moved that funding in the amount of \$16,600.00 for the Tru Roping Productions be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

The Works Combat Academy

Beatdown on Broadway

May 3, 2025

Original Request: \$9,779.05

Board Recommendation to Commission: \$9,779.05

Ms. Angelica Sparenberg, a representative for The Works Combat Academy, presented the request for funding for the Beatdown on Broadway in the amount of \$9,779.05.

Ms. Sparenberg announced this will be the second annual Beatdown on Broadway, a boxing event featuring local fighters as well as competitors from Lubbock, Midland, Arizona, Denver, and California. The event is free to the community with some sponsorships secured, though no profit is made from the fights. All funds raised will be reinvested in youth programs.

She explained the organization is partnered with Humphrey House, CYFD (Children, Youth & Family Department), and Hobbs Schools, providing a safe space for young athletes to develop their skills, stay out of trouble, and showcase their talent. The initiative also helps parents who cannot afford to send their children to out-of-town fights, as opportunities for local competition in Hobbs are limited.

Coach Llamas emphasized that boxing is a sport, and the athletes involved train rigorously, just like football, track, or basketball players. He described the event as a valuable opportunity for fighters to demonstrate the skills they work on daily.

Ms. Sparenberg stated the event will be hosted at Shipp Street Plaza, welcoming all members of the community. She advised attendees to bring their own chairs and canopies, as temperatures tend to get high. Currently, 120 fighters are registered, with many traveling from Southeast Texas, New Mexico, Arizona and California.

Coach Llamas stated the boxing commission will be present to officiate, along with a traveling doctor, ensuring a safe and regulated competition. He noted that last year's event attracted approximately 800 attendees, and he expects a similar turnout this year. Many participants will stay overnight, as weigh-ins begin at 7:00 a.m. the morning of the event.

Mr. Wilson moved that funding be approved in the total amount of \$9,779.05. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Event Summary

None

Adjournment

There being no further business or comments, Chairperson Pro-Tem Gonzalez moved that the meeting adjourn. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried and the meeting adjourned at 4:01 p.m.

Chairperson

United Way
of
Lea County



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2022 - 06/30/2023

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 18th, 2022**. (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 (05/01/2022-06/30/2023) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2023.**
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.

Brittany Embry
Representative

United Way of Lea County
Name of Organization

6/3/2025
date

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	United Way Chili Fest								
Date	9/26-27/2025								
Location	Downtown Hobbs								
Description	United Way is happy to host our 34th Annual Chili Fest. Different businesses and organizations will help raise funds for the United Way by purchasing, cooking, and selling their version of the best chili in the southwest. All proceeds will go towards our campaign goal which helps support local nonprofits in the area.								
Expected Attendance	10,000	# of Overnights	3,000						
Is this an annual event?	yes	Is this a new event?	no						
PRINTING									
Posters (save-the-date) Programs Mailings	Cost	Quantity	Total	Flyers Tickets	Cost	Quantity	Total		
	1.00	500	500.00				0.00		
	1.50	500	750.00				-		
	SUBTOTAL				1,250.00	SUBTOTAL			-
				TOTAL PRINTING COSTS			1,250.00		
PRINT MEDIA									
Newspaper	Name		# of ads	Cost	Total				
	UWOLC Chilifest		3	\$300	900.00				
					-				
SUBTOTAL				900.00					
Magazine/Other	Name		# of ads	Cost	Total				
					-				
					-				
SUBTOTAL				-					
					TOTAL PRINT MEDIA			900.00	
ELECTRONIC MEDIA									
Radio	Name		# of spots	Cost	Total				
	MTD RADIO		50	10.00	500.00				
Television	Noalmark		50	12.00	600.00				
	KLMA Radio		50	10.00	500.00				
Social Media					-				
	Facebook Sponsored ADS		10	100.00	1,000.00				
					-				
					TOTAL ELECTR. MEDIA			2,600.00	
OTHER EXPENSE									
	Name		# of item	Cost	Total				
Professional Performance Fees	Local Artist Perfomance		1	1,200.00	1,200.00				
Sound and Lighting Costs	Local business		1	1,200.00	1,200.00				
Sanction Fees	T-shirts		200	15.00	3,000.00				
Promotional Items (eg: tshirts, rings, etc.)	Promotional Items, (hats, aprons, fans,		500	15.00	7,500.00				
Other: (please list)					-				
					-				
					-				
					-				
					-				
					-				
					TOTAL OTHER EXPENSE			12,900.00	
TOTAL REQUEST FOR EVENT 1					17,650.00				

Instructions: Please complete all areas of PINK that apply.

Request for Lodgers' Tax Assistance
Contact Information

Organization	United Way of Lea County
Name of Contact	Brittany Embry
Address	320 N. Shipp Suite B
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	575-397-2203
email	campaign@uwolc.org

Event Budget

Income		Event 1	Event 2	Event 3	Event 4	Event 5	Total
	Sponsorships	\$10,000.00					10,000.00
	Sales						-
	Donations	\$5,000					5,000.00
	Prior Year Carryover						-
	Other (please explain)						-
	Total Income	15,000.00	-	-	-	-	15,000.00
		Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items						-
	Cost of Awards	\$800					800.00
	Building/Booth Rent						-
	Advertising	\$1,500					1,500.00
	Printing & Mailing						-
	Print Media						-
	Electronic Media	\$1,500					1,500.00
	Misc. _____ (Please explain)						-
							-
							-
	Total NON- LODGERS' Exp.	3,800.00	-	-	-	-	3,800.00

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	1,250.00	-	-	-	-	1,250.00
Print Media	900.00	-	-	-	-	900.00
Electronic Media	2,600.00	-	-	-	-	2,600.00
Other	12,900.00	-	-	-	-	12,900.00
TOTAL LODGERS' TAX REQ. SUMMARY	17,650.00	-	-	-	-	17,650.00

LODGERS'
TAX

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

New Mexico Junior College



City of Hobbs
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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.**

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3. All Requests for Proposal's (RFP's) for Lodgers' Tax **annual** funding must be received by **March 18th, 2022**. (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 (05/01/2022-06/30/2023) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2023.**
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.

Rachel Gallagher
Representative

New Mexico Junior College
Name of Organization

6/3/2025
date

Request for Lodgers' Tax Assistance
Contact Information

Organization	New Mexico Junior College
Name of Contact	Rachel Gallagher
Address	5317 Lovington Hwy
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	575-492-2778
email	rgallagher@nmjc.edu

Event Budget

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

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	2,030.00	-	-	-	-	2,030.00
Print Media	600.00	-	-	-	-	600.00
Electronic Media	-	-	-	-	-	-
Other	4,000.00	-	-	-	-	4,000.00
TOTAL LODGERS' TAX REQ. SUMMARY	6,630.00	-	-	-	-	6,630.00

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	NMJC Homecoming Weekend & 60th Anniversary Celebration		
Date	Friday, Oct.31-Nov.1, 2025		
Location	New Mexico Junior College		
Description	NMJC 60th Anniversary Celebration & Homecoming Weekend, a 2-day event, brings the community & alumni back to campus for a fun, family weekend. Below is the tentative schedule of this year's activities: Friday October 31st		

Expected Attendance	600-700	# of Overnigheters	200
Is this an annual event?	yes	Is this a new event?	no

PRINTING

Posters (save-the-date) Programs	Cost	Quantity	Total	Flyers Tickets	Cost	Quantity	Total
	1.00	30	30.00				0.00
			-				-
	SUBTOTAL				30.00		
	SUBTOTAL				-		
Mailings	Cost	Quantity	Total				
	2.00	1,000	2,000.00	TOTAL PRINTING COSTS 2,030.00			

PRINT MEDIA

Newspaper	Name	# of ads	Cost	Total
	Hobs News Sun	3	100.00	300.00
	Lovington Leader	3	100.00	300.00
	SUBTOTAL			600.00
Magazine/Other	Name	# of ads	Cost	Total
				-
				-
		SUBTOTAL		-
			TOTAL PRINT MEDIA	600.00

ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio				-
Television				-
Social Media				-
				-
				-
TOTAL ELECTR. MEDIA				-

OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees	Band/Music Acts/DJ	1	300.00	300.00
Sound and Lighting Costs	Sound and Lighting set up/rental	1	500.00	500.00
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)	Tshirts	400	8.00	3,200.00
Other: (please list)				-
				-
				-
				-
				-
				-
TOTAL OTHER EXPENSE				4,000.00

TOTAL REQUEST FOR EVENT 1

6,630.00

Instructions: Please complete all areas of PINK that apply.

Hobbs Airfield Speedway



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2022 - 06/30/2023

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

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- 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

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

Jamal Awwad
Representative

Hobbs Airfield Speedway
Name of Organization

6/13/2025
date

Request for Lodgers' Tax Assistance
Contact Information

Organization	Hobbs Airfield Speedway
Name of Contact	Jamal Awwad
Address	529 W. Gold Ave.
City, State Zip	Hobbs , NM 88240
Phone#/Fax#	5756315099
email	hobbsairfieldspeedway@gmail.comn

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships						-
	Sales	7,100.00	9,000.00				16,100.00
	Donations						-
	Prior Year Carryover						-
	Other (please explain)						-
	Total Income	7,100.00	9,000.00	-	-	-	16,100.00

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items	1,500.00	2,500.00				4,000.00
	Cost of Awards	5,000.00	6,000.00				11,000.00
	Building/Booth Rent						-
	Advertising						-
	Printing & Mailing						-
	Print Media						-
	Electronic Media						-
	Misc. (Please explain)						-
							-
	Total NON- LODGERS' Exp.	6,500.00	8,500.00	-	-	-	15,000.00

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	-	-	-	-	-	-
Print Media	-	-	-	-	-	-
Electronic Media	-	-	-	-	-	-
Other Promoter	3,500.00	2,500.00	-	-	-	6,000.00
TOTAL LODGERS' TAX REQ. SUMMARY	3,500.00	2,500.00	-	-	-	6,000.00

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	Summer Banger Cash Days No Prep #2
Date	September 27th, 2025
Location	Hobbs Airfield Speedway Hobbs, NM
Description	No Prep race from the starting line and it's a flashlight start. Daily Driver, True Street, Small Tire, RWYB, Tailgate and Jr. Dragsters Classes

Expected Attendance	500	# of Overnights	100	
Is this an annual event?	yes	Is this a new event?		

PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
Posters (save-the-date) Programs			-	Flyers Tickets			0.00
			-				-
	SUBTOTAL		-		SUBTOTAL		-
Mailings	Cost	Quantity	Total				
			-		TOTAL PRINTING COSTS -		

PRINT MEDIA

	Name	# of ads	Cost	Total
Newspaper				-
				-
	SUBTOTAL			-
Magazine/Other				-
				-
	SUBTOTAL			-
TOTAL PRINT MEDIA				-

ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio				-
Television				-
Social Media				-
TOTAL ELECTR. MEDIA				-

OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees				-
Sound and Lighting Costs				-
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)				-
Other: (please list)	Promoter and Flagger Bryan Joseph BJ tha Flagman	1	3,500.00	3,500.00
				-
				-
				-
TOTAL OTHER EXPENSE				3,500.00

TOTAL REQUEST FOR EVENT 1

3,500.00

Instructions: Please complete all areas of PINK that apply.

Lodgers' Tax Budget - Event Number 2

Event Information

Name of Event	Wild West Drive & Dash
Date	October 25th, 2025
Location	Hobbs Airfield Speedway Hobbs NM
Description	Four days race. Racers will race in three different tracks. The race will start in San Angelo to penwell TX. Then to Hobbs NM

Expected Attendance	700	# of Overnights	200+	
Is this an annual event?	yes	Is this a new event?	yes	

PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
Posters (save-the-date)			-	Flyers			0.00
Programs			-	Tickets			-
	SUBTOTAL				SUBTOTAL		
	Cost	Quantity	Total				
Mailings			-		TOTAL PRINTING COSTS		
			-				

PRINT MEDIA

Newspaper	Name	# of ads	Cost	Total
				-
				-
	SUBTOTAL			-
Magazine/Other	Name	# of ads	Cost	Total
				-
				-
	SUBTOTAL			-
			TOTAL PRINT MEDIA	-

ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio				-
Television				-
Social Media				-
				-
				-
TOTAL ELECTR. MEDIA				-

OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees				-
Sound and Lighting Costs				-
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)				-
Other: (please list)	Promoter	1	2,500.00	2,500.00
	Porscha Densman			-
				-
				-
				-
TOTAL OTHER EXPENSE				2,500.00

TOTAL REQUEST FOR EVENT 2	2,500.00
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Instructions: Please complete all areas of PINK that apply.

Option, Inc.



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2022 - 06/30/2023

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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	

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


Representative

Option, Inc.
Name of Organization

6/24/25
date

Received at City Hall:

(date and time)

Request for Lodgers' Tax Assistance								
Contact Information								
Organization	Option, Inc.							
Name of Contact	Robert Guthrie							
Address	200 N Dalmont							
City, State Zip	Hobbs, NM 88240							
Phone#/Fax#	575-397-1576							
email	option_cfo@leaco.net							
Event Budget								
Income		Event 1	Event 2	Event 3	Event 4	Event 5	Total	
	Sponsorships	41,500.00					41,500.00	
	Sales	4,000.00					4,000.00	
	Donations	-					-	
	Prior Year Carryover	-					-	
	Other (please explain)						-	
	Total Income	45,500.00	-	-	-	-	45,500.00	
EXPENSE (NON-LO DGER'S TAX		Event 1	Event 2	Event 3	Event 4	Event 5	Total	NON - LODGER'S TAX
	Cost of Sales Items						-	
	Cost of Awards						-	
	Building/Booth Rent	3,000.00					3,000.00	
	Advertising						-	
	Printing & Mailing	1,034.50					1,034.50	
	Print Media	1,100.00					1,100.00	
	Electronic Media	350.00					350.00	
	DJ	650.00					650.00	
	Misc. (Please explain)							
	Videography	1,400.00					1,400.00	
	Promotionals	571.00					571.00	
Total NON- LODGER'S Exp.	8,105.50	-	-	-	-	8,105.50		
Lodgers' Tax Budget Summary								
	Event 1	Event 2	Event 3	Event 4	Event 5	Total	LODGER'S TAX	
Printing	1,034.50	-	-	-	-	1,034.50		
Print Media	1,100.00	-	-	-	-	1,100.00		
Electronic Media	350.00	-	-	-	-	350.00		
Other	2,621.00	-	-	-	-	2,621.00		
TOTAL LODGER'S TAX REQ. SUMMARY	5,105.50	-	-	-	-	5,105.50		

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	Runway to Resilience - Option, Inc.
Date	October 18, 2025
Location	Hobbs Country Club 5001 W Carlsbad Hwy
Description	This event is to fundraise and bring awareness for Option, Inc.'s domestic violence services. Runway to Resilience is set to also support the local boutiques and increase community awareness in general. We provide services in three main areas: Victims, Offenders, and Outreach. We plan for everyone to leave understanding these three aspects of Option, Inc. The money fundraised will plan to be invested into our community extending our services to meet needs such as food, hotel/motel accommodation, and transportation for our clients.

Expected Attendance	350	# of Overnights	0
Is this an annual event?	No	Is this a new event?	Yes

PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
Posters (save-the-date)			-	Flyers	0.23	250	57.50
Programs	1.80	500	900.00	Tickets	0.09	500	45.00
	SUBTOTAL		900.00		SUBTOTAL		102.50
	Cost	Quantity	Total				
Mailings	0.32	100	32.00		TOTAL PRINTING COSTS		1,034.50

PRINT MEDIA

Newspaper	Name	# of ads	Cost	Total
	Advertisement - Hobbs News Sun	22	50.00	1,100.00
				-
	SUBTOTAL			1,100.00
Magazine/Other	Name	# of ads	Cost	Total
				-
				-
		SUBTOTAL		-
			TOTAL PRINT MEDIA	1,100.00

ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio				-
				-
Television				-
				-
Social Media	Sponsored Ads - Internet & Social Me	2	175.00	350.00
				-
TOTAL ELECTR. MEDIA				350.00

OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees				-
Sound and Lighting Costs	DJ	1	650.00	650.00
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)	Domestic Violence Ribbon Pins	500	1.14	571.00
				-
Other: (please list)	Videography - B Squared	2	700.00	1,400.00
				-
				-
				-

				-
				-
			TOTAL OTHER EXPENSE	2,621.00
TOTAL REQUEST FOR EVENT 1				5,105.50

Instructions: Please complete all areas of PINK that apply.

New Mexico Rodeo
Pageant & Scholarship
Association



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2022 - 06/30/2023

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Advertising/Promotion Items	Real Property
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Sanction Fees	

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

Corey Arnold
Representative

Miss Rodeo NM Pageant 5/21/25
Name of Organization date

Request for Lodgers' Tax Assistance

Contact Information

Organization	Miss Rodeo New Mexico
Name of Contact	Joan Howland
Address	2317 Putnam
City, State Zip	Claus nm 88101
Phone#/Fax#	575-430-4075
email	jeanhowlandmrnm@gmail.com

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships						-
	Sales	\$2000					-
	Donations						-
	Prior Year Carryover	\$2000					-
	Other (please explain)						-
	Total Income	-	-	-	-	-	-
EXPENSE (NON- LODGERS' TAX		Event 1	Event 2	Event 3	Event 4	Event 5	Total
	Cost of Sales Items						-
	Cost of Awards	\$5,000					-
	Building/Booth Rent	\$600					-
	Advertising						-
	Printing & Mailing						-
	Print Media	\$1400					-
	Electronic Media						-
	Misc. _____ (Please explain) _____						-
							-
	Total NON- LODGERS' Exp.	-	-	-	-	-	-

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	-	-	-	-	-	-
Print Media	-	-	-	-	-	-
Electronic Media	-	-	-	-	-	-
Other	-	-	-	-	-	-
TOTAL LODGERS' TAX REQ. SUMMARY	-	-	-	-	-	-

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	Miss Rodeo New Mexico Pageant
Date	October 3-5 2025
Location	Western Heritage Museum
Description	

Expected Attendance	150	# of Overnights	70	
Is this an annual event?	yes	Is this a new event?	no	

PRINTING							
Posters (save-the-date) Programs	Cost	Quantity	Total	Flyers Tickets	Cost	Quantity	Total
			-				0.00
	\$ 450	250	\$ 1,450.00				-
	SUBTOTAL		-		SUBTOTAL		-
	Cost	Quantity	Total				
Mailings			-	TOTAL PRINTING COSTS			-

PRINT MEDIA				
	Name	# of ads	Cost	Total
Newspaper				-
				-
	SUBTOTAL			-
Magazine/Other				-
				-
				-
	SUBTOTAL			-
				TOTAL PRINT MEDIA
				-

ELECTRONIC MEDIA				
	Name	# of spots	Cost	Total
Radio				-
Television				-
				-
Social Media				-
				-
				TOTAL ELECTR. MEDIA
				-

OTHER EXPENSE				
	Name	# of item	Cost	Total
Professional Performance Fees	Programs			\$1,450
Sound and Lighting Costs				-
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)	Sweatshirt & Tshirts	150	\$30 / \$20	\$30
Other: (please list)	Western Heritage Museum	3 days		-
	Awards with "City of Hobbs" Logo		\$7500	\$7500
	Additional advertisements		\$500	\$500
				TOTAL OTHER EXPENSE
				-

TOTAL REQUEST FOR EVENT 1

\$19,480.00

Instructions: Please complete all areas of PINK that apply.

Hobbs USSSA



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2022 - 06/30/2023

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 18th, 2022**. (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 (05/01/2022-06/30/2023) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2023.**
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.

Julie Rodriguez
Representative

Hobbs USSSA
Name of Organization

6/26/2025
date

Request for Lodgers' Tax Assistance
Contact Information

Organization	Hobbs USSSA	
Name of Contact	Julie Rodriguez	
Address	P.O. Box 5425	
City, State Zip	Hobbs , NM 88240	
Phone#/Fax#	5756021717	
email	julie.rodriguez@ussa.com	nmwtxfp@gmail.com

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships	30,000.00					30,000.00
	Sales						-
	Donations						-
	Prior Year Carryover						-
	Other (please explain)						-
	Total Income	30,000.00	-	-	-	-	30,000.00
EXPENSE (NON- LODGERS' TAX		Event 1	Event 2	Event 3	Event 4	Event 5	Total
	Cost of Sales Items						-
	Cost of Awards	4,000.00					4,000.00
	Building/Booth Rent						-
	Advertising						-
	Printing & Mailing						-
	Print Media						-
	Electronic Media						-
	Misc. Umpires,UIC,and Staff	10,000.00					10,000.00
	Misc. Umpires and staffing	6,500.00					6,500.00
	Misc. Lodging and food	9,000.00					9,000.00
	Misc. Sanction Fees	9,000.00					9,000.00
	Total NON- LODGERS' Exp.	29,500.00	-	-	-	-	29,500.00

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	-	-	-	-	-	-
Print Media	-	-	-	-	-	-
Electronic Media	-	-	-	-	-	-
Other	9,000.00	-	-	-	-	9,000.00
TOTAL LODGERS' TAX REQ. SUMMARY	9,000.00	-	-	-	-	9,000.00

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	Pretty in Pink NIT
Date	October 10-12
Location	Veterans Memorial Complex Ziaplex
Description	Girls Fastpitch Event ages 8u-18u . This is also a National Invitational Tournament which awards triple points to all teams entered.

Expected Attendance	2000	# of Overnighers	1500	
Is this an annual event?	yes	Is this a new event?	no	

PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total	
Posters (save-the-date)			-	Flyers Tickets			0.00	
Programs			-				-	
SUBTOTAL			-		SUBTOTAL			-
Mailings			-	TOTAL PRINTING COSTS			-	

PRINT MEDIA

	Name	# of ads	Cost	Total
Newspaper				-
				-
	SUBTOTAL			-
Magazine/Other				-
				-
	SUBTOTAL			-
TOTAL PRINT MEDIA				-

ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio				-
Television				-
Social Media				-
				-
TOTAL ELECTR. MEDIA				-

OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees				-
Sound and Lighting Costs	USSSA Sanction Fee	1	9,000.00	9,000.00
Sanction Fees	USSSA Rings			-
Promotional Items (eg: tshirts, rings, etc.)	USSSA Metals			-
Other: (please list)				-
				-
				-
				-
				-
TOTAL OTHER EXPENSE				9,000.00

TOTAL REQUEST FOR EVENT 1

9,000.00

Instructions: Please complete all areas of PINK that apply.

Impacto JAG Promotions, LLC



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JORGE A GUERRA
Representative

IMPACTO JAG PROMOTIONS LLC
Name of Organization

6/27/2025
date

Request for Lodgers' Tax Assistance
Contact Information

Organization	IMPACTO JAG PROMOTIONS LLC
Name of Contact	JORGE A GUERRA
Address	409 W SAINT ANNE PL (PO BOX 3661)
City, State Zip	HOBBS, NM 88241
Phone#/Fax#	575-391-0186
email	IMPACTO_JAGPROMOTIONSLLC@AOL.COM

Event Budget

Income		Event 1	Event 2	Event 3	Event 4	Event 5	Total
	Sponsorships	5,000.00					5,000.00
	Sales	10,000.00					10,000.00
	Donations						-
	Prior Year Carryover						-
	Other (please explain)						-
	Total Income	15,000.00	-	-	-	-	15,000.00
		Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items						-
	Cost of Awards						-
	Building/Booth Rent	3,000.00					3,000.00
	Advertising	2,000.00					2,000.00
	Printing & Mailing	2,000.00					2,000.00
	Print Media	1,000.00					1,000.00
	Electronic Media	3,000.00					3,000.00
	Misc. TRAVEL - FLIGHTS	4,000.00					4,000.00
	(Please MEALS explain)	1,000.00					1,000.00
							-
	Total NON- LODGERS' Exp.	16,000.00	-	-	-	-	16,000.00

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	2,000.00	-	-	-	-	2,000.00
Print Media	1,000.00	-	-	-	-	1,000.00
Electronic Media	3,000.00	-	-	-	-	3,000.00
Other	25,000.00	-	-	-	-	25,000.00
TOTAL LODGERS' TAX REQ. SUMMARY	31,000.00	-	-	-	-	31,000.00

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1 Event Information	
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Name of Event	INSEPARABLES 2025
Date	OCT 17-18, 2025
Location	TYDINGS AUDITORIUM
Description	MARRIAGE CONFERENCE - FAMILY NIGHT (COMEDY & CONCERT)

Expected Attendance	1000	# of Overnigheters	400	
Is this an annual event?	YES	Is this a new event?	NO	

PRINTING

Posters (save-the-date) Programs	Cost	Quantity	Total	Flyers Tickets	Cost	Quantity	Total
	20.00	50	1,000.00		0.20	1,000	200.00
			-				-
	SUBTOTAL		1,000.00		SUBTOTAL		200.00
	Cost	Quantity	Total				
Mailings	1.00	800	800.00		TOTAL PRINTING COSTS		2,000.00

PRINT MEDIA

Newspaper	Name	# of ads	Cost	Total
	HOBBS NEWS SUN	10	50.00	500.00
	NOTICIAS	10	50.00	500.00
	SUBTOTAL			1,000.00
Magazine/Other	Name	# of ads	Cost	Total
				-
				-
		SUBTOTAL		-

	TOTAL PRINT MEDIA	1,000.00
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ELECTRONIC MEDIA	
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	Name	# of spots	Cost	Total
Radio	KLMA , KZOR, KROZ	50	20.00	1,000.00
				-
Television	ELECTRONIC BILLBOARDS	50	20.00	1,000.00
				-
Social Media	FACEBOOK, INSTAGRAM, TIKTOK	50	20.00	1,000.00
				-

	TOTAL ELECTR. MEDIA	3,000.00
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OTHER EXPENSE		
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[illegible]

	TOTAL OTHER EXPENSE	25,000.00
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TOTAL REQUEST FOR EVENT 1	31,000.00
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Instructions: Please complete all areas of PINK that apply.