2024-2025 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	**Sierra County Sheriff's Posse**
Project/Event Name	Arena Improvements, Fiesta Rodeo Advertisement
Event Date(s) and Location (if applicable)	May 2/3/4 Sheriff's Posse Rodeo Area
Event Organizer & Title within Organization (if applicable)	Amy Rosenberg Chairman of the Board
Phone Number of Organizer	Amy Rosenberg 575-740-4148 Wendy Kessinger 505-459-0800
Email of Organizer	arrowcustomleathernm@gmail.com specialoperationsinc@gmail.com
Organization Address	601 Rodeo Arena Road
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	Sherry Farr 575-740-1572

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: **(Must match application page 4)**	**$16,000**
Anticipated Attendance (not including volunteers/staff):	~2,500+

PART 3: CRITERIA

I. Was this project/event funded in 2023-2024? Circle one: **NO**

II. How many times has your event occurred? List previous events years. If new, indicate "new": 75 years

III. Define/Describe the overall project/event (what is happening at the event?):

A. Three day rodeo event during Fiesta weekend. State Sherrif Posse Dinner, live music country western dance Friday evening, general rodeo events Friday and Saturday evenings, plus Sunday add ons.
B. Event Preparation: Building renovations, leaking roof, welding of pens, kitchen appliances/Oven repair, general painting.
C. Advertisement- Posters, flyers, banners, newspaper advertisements local and out of town, kitchen supplies, and T-shirts.

IV. Who is your target audience for your project/event and advertising (who do you want to attend?)
A. The primary target audience for the Sierra County Sherrif's Posse Rodeo is local farmers and ranchers, with an emphasis on statewide and adjoining states ranchers and rodeo attendees. We are marketing tourists and statewide industry businesses. We have invited youth participants from around the state with 4-H and FFA organizations.

V. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?
A. Specifically larger communities, Albuquerque, Las Cruces, Santa Fe, El Paso and Texas, Phoenix/Tucson/Kingman in Arizona, Colorado, and Oklahoma.
B. We plan on partnering with Fiesta to utilize radio promotion as well.

VI. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?
A. The Sherrif's Posse anticipates that at least 75% of all printed materials will be distributed outside of our county. We plan on disseminating information through volunteers who travel and we would like to offer them reimbursement for fuel. We are working with the local Chamber of Commerce, and Visitors Center to distribute flyers and printed materials to other offices throughout the state.

VII. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees:
A. Rodeo participant registration forms, ticket sales and information, and audience polling.

VIII. How many Facebook followers do you have for this event page or organization page (for a project)?
A. Sierra County Sheriff's Posses Facebook Group has about 350 members, and we are looking into partnering with other local organizations to get our information out on social media.

IX. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate ad revenue will be generated?
A. We plan on selling sponsor banners for the arena. The monies raised from this are approximately $6,000-7,000 and include covering the cost of the rodeo stock contractor and insurance.

X. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.
A. We do not currently have a website, however, we are in negotiations with the Chamber of Commerce to get a partnership page on theirs, so we will not be asking for website funding.

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers' Tax Board reserves the right to recommend denying funding of specific items within this budget during their recommendation to the City Commission.

I. **All Advertisements:**

A. **Media & Merchandise:** **Total ($12,000)**

1. Printed Materials: Flyers Color copies $.15 per copy X 3,000.....$450.00
   a) Posters: 500qt 11X17.....$250.00
2. Rubber Bracelets: 2,000 X $.20.....$400.00
3. Window Stickers (1000).....$100.00

B. **Printed & Newspaper Ads:** **Total ($2,000)**

1. Sierra County Sentinel: Banners, full page ads, schedules.....$500.00
2. El Paso Times:.....$400.00
3. Arizona Daily Star:.....$700.00
4. Albuquerque Journal: $400.00

II. **Sanitation:** **Total ($2,000)**

1. Porta-potties/hand washing station: Talon Septic.....$2,000.00

Total: $16,000

PART 5: FINANCIAL DISCLOSURE CHECKLIST

As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information. You are only required to submit this information once per fiscal year.

❑ IRS and Secretary of State proof of Good Standing

❑ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion, except when the events or projects occur between April 1st and May 15th, such evaluations must be submitted by the last day of May.

Print your name and title: Sherry Farr Manager

Signature: Sherry Farr

Date: 01-27-25

2024-2025 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	MainStreet Truth or Consequences
Project/Event Name	Second Saturday Art Hop - ad in the New Mexico Field Guide
Event Date(s) and Location (if applicable)	2025 issue (circulated May - October)
Event Organizer & Title within Organization (if applicable)	Becca Eza; Executive Director MainStreet T or C
Phone Number of Organizer	828-980-8229
Email of Organizer	director@torcmainstreet.org
Organization Address	308 S. Pershing St/PO Box 1602
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: (Must match application page 4)	**$2,185**

Anticipated Attendance (not including volunteers/staff):	n/a

PART 3: CRITERIA

Was this project/event funded in 2023-2024?

We did receive some funding in 2023-2024 for SSAH promotional materials and advertising, but we have not previously requested funding for this publication.

How many times has your event occurred? List previous events years. If new, indicate "new"

Second Saturday Art Hop (SSAH) has been going on monthly, for 20 years. July 2025 will mark the 20th anniversary of the event.

1. Define/Describe the overall project/event (what is happening at the event?):

Second Saturday Art Hop is a monthly event in downtown Truth or Consequences, taking place on the second Saturday of every month, from 6-9 pm. Galleries and stores stay open late, and many places host special events such as live music and art show openings.

Gallery owners in T or C have informed us that the New Mexico Field Guide is the premier art guide for the state, for the serious art collectors and art enthusiasts whom many of our downtown galleries wish to attract.

Advertising SSAH in the New Mexico Field Guide will spread awareness of the event among serious art collectors.

2. Who is your target audience for your project/event and advertising (who do you want to attend?)

Our target audience is serious art collectors and art enthusiasts, who use this Guide to find out about all arts and culture events in New Mexico.

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?

The Guide is distributed across the state, and is available as a digital download. Per their 2024 Media kit, "Controlled circulation to curated locations across Santa Fe, Albuquerque, Taos, T or C, Silver City."

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?

We estimate that 95+% of the printed Field Guides are distributed outside of Sierra County.

5. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees):

The ad will include a QR code (unique to this publication) that links to the MainStreet SSAH page, so we can use Google analytics to determine the reach/effectiveness of the ad.

Additionally, we will communicate with gallery owners throughout 2025 to see if they have increased sales during SSAH, and will get info from the Visitor Center on their records of visitors on SSAH weekends throughout the year.

6. How many Facebook followers do you have for this event page or organization page (for a project)? 5,945 Instagram followers? 733

7. If applicable, do you plan to sell advertising for this project? If so, how much ad revenue do you anticipate will be generated?

n/a

8. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.

n/a

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers' Tax Board reserves the right to recommend denying funding of specific items within this budget during their recommendation to the City Commission.

Advertising/Promotion Company/Provider	**Type of Ad/Promotion**	**Cost**
New Mexico Field Guide (Southwest Contemporary)	Full page ad for Second Saturday Art Hop (with Redefine campaign branding elements)	$1990
Charlie Heck	Graphic design for ad	$195
TOTAL AMOUNT REQUESTED: Must match page 1.		$2,185

PART 5: FINANCIAL DISCLOSURE CHECKLIST

As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information. You are only required to submit this information once per fiscal year.

❑ IRS and Secretary of State proof of Good Standing

☑ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion or on or before May 31st, 2025, whichever comes first).

Print your name and title: Becca Eza, Executive Director, MainStreet T or C

Signature: _____

Date: 2/12/2025

2024-2025 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	MainStreet Truth or Consequences
Project/Event Name	Truth or Consequences Desert Ultra Trail Race
Event Date(s) and Location (if applicable)	November 8, 2025
Event Organizer & Title within Organization (if applicable)	Becca Eza;(Sponsor Coordinator and Volunteer Coordinator; MainStreet T or C Executive Director) John Masterson (Race Director)
Phone Number of Organizer	Becca: 828-980-8229 John: 575-297-9797
Email of Organizer	Becca: director@torcmainstreet.org John: john@runtorc.com
Organization Address	308 S. Pershing St/PO Box 1602
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: (Must match application page 4)	**$1,800**
Anticipated Attendance (not including volunteers/staff):	200

PART 3: CRITERIA

Was this project/event funded in 2023-2024?

Yes

How many times has your event occurred? List previous events years. If new, indicate "new"

2025 will be the 5th time we have held this race. It has taken place each fall, starting in 2021.

1. Define/Describe the overall project/event (what is happening at the event?):

The event is a foot race across the river with three distances: 10K (6.2 miles), half-marathon (13.1 miles), and 50K (~32 miles). The longest distance is longer than a marathon (26.2 miles) and is therefore an "ultramarathon", hence the title "Desert Ultra". The race begins and ends at Rotary Park, utilizing the rock dam to access trails on the other side of the river. The start/finish line includes food, live music, a beer garden, and vendor spots.

2. Who is your target audience for your project/event and advertising (who do you want to attend?)

Our overall target audience is anyone who is a runner (and their families). Over the past four years we've had runners ranging from age 18 to those well into their 70s. The majority of our runners have come from the region - New Mexico, El Paso, and southern Arizona - but we're trying to expand our reach this year.

For this particular advertising campaign, we are targeting runners who travel to races and plan their vacations around running. According to the UltraRunning magazine media kit,

their readers "are goal-setting, educated, energetic individuals" with an average age of 43, median income of $175,000, spending an average of $1,110 annually on running. 69% of their readers have previously run a 50K race.

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?

UltraRunner Magazine distributes nationwide. We'll be advertising in their print magazine as well as digitally on their website. Their print magazine circulation is approximately 10,000.

Beyond that, we plan to market this event via Facebook, focusing heavily on cities in the region but expanding to a broader national audience. We also plan to do some targeted advertising at the nearby military bases. We'll be returning to the Lodgers' Tax Board in May or July to ask for some additional funding for marketing.

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?

99+% of this publication will be distributed outside of Sierra County.

5. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees):

The ad will include a QR code (unique to this publication) that links to our Desert Ultra website, so we can use Google analytics to determine the reach/effectiveness of the ad.

To better plan our race promotion for next year, we are considering adding a question to our post-race survey to find out how runners heard about the event.

6. How many Facebook followers do you have for this event page or organization page (for a project)? 269 Instagram followers? 74

7. If applicable, do you plan to sell advertising for this project? If so, how much ad revenue do you anticipate will be generated?

We will be soliciting sponsorships for the race later in the year. Historically, the sponsorships have raised $1,500 - $2,500, which we have saved to use toward trail building and maintenance projects in Sierra County through the Southern New Mexico Trail Alliance.

8. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.

n/a

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

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Advertising/Promotion Company/Provider	**Type of Ad/Promotion**	**Cost**
UltraRunning Magazine	Two ¼ page print ads, also includes race promo email in May; sidebar ad on digital site with 50K monthly impressions; social media posts	$1400
Graphic Design - Mo Koenick	Graphic design for ad	$400

TOTAL AMOUNT REQUESTED: Must match page 1.		$1,800

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Print your name and title: Becca Eza, Executive Director, Main Street T or C

Signature: _____

Date: 2/18/2025