FY 2024-2025 LODGERS' TAX GRANT REPORT

Organization Name	Geronimo Trail Scenic Byway
Project/Event Name	Print/digital advertising National Park Journal
Event Date(s) and Location (if applicable)	2024/2025

1. Describe your project/event indicators of success and how you gathered the information. (e.g. increased hotel stays, increased attendance, first time attendees):

We determined the success of this ad by tracking phone calls and studying google analytics.

2. Did you sell advertising for this project? If so, how much? n/a

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future? We will not be advertising in this media in the future. While it had some success in reaching potential new visitors, the numbers do not warrant spending over $4000. There were 49 visits to our website, which worked out to a cost of $91.73 per visit.

4. If you utilized Lodgers' Tax for digital marketing, attach a copy of the analytics.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
M Graphics	Graphic design of print ad	$250
Outside Magazine Grand Canyon National Park Journal	Print, digital & social media ad package Oct 2024 & May 2025 issues	$4495
TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:		$4745

PART 6: ASSURANCES AND CERTIFICATIONS

I certify that I am authorized to act on behalf of the organization making this report and that the statements herein are complete and accurate to the best of my knowledge. We kept a clear and accurate accounting of how the funds were used. We evaluated the use of funds as required and approved by the City of Truth or Consequences and delivered this report to the City no more than (90) days after the event or project completion or on or before May 31st, 2022, whichever comes first).

Print your name and title: Gina Kelley, Executive Director

Signature: G J Kelley

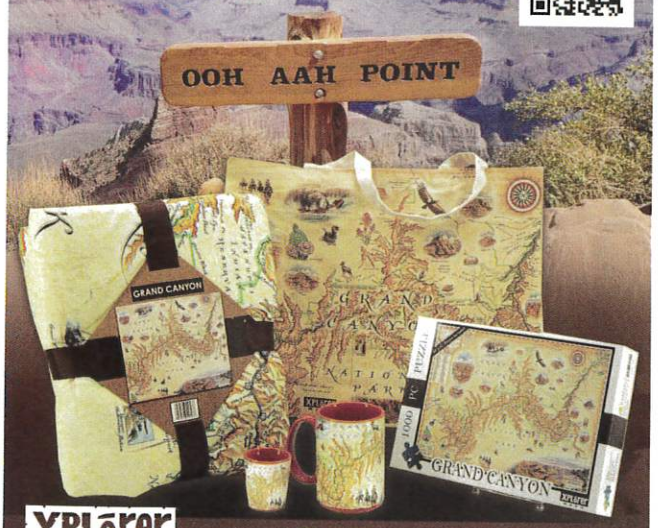
Date: 5/14/2025

Session manual source	Active users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per active user	Events per session
Total	3,480 100% of total	3,649 100% of total	2,017 100% of total	1m 43s Avg 0%	0.58 Avg 0%	7.59 Avg 0%
google	1,522 (43.74%)	1,825 (50.01%)	1,043 (51.71%)	59s	0.69	4.29
(not set)	1,204 (34.6%)	998 (27.35%)	318 (15.77%)	3m 45s	0.26	15.73
trafficpeak.io	381 (10.95%)	380 (10.41%)	380 (18.84%)	27s	1.00	5.01
bing	84 (2.41%)	105 (2.88%)	68 (3.37%)	1m 19s	0.81	5.27
newmexico.org	90 (2.59%)	105 (2.88%)	62 (3.07%)	1m 42s	0.69	5.01
mygrandcanyonpark.com	47 (1.35%)	49 (1.34%)	31 (1.54%)	1m 32s	0.66	5.12

GRAND CANYON
NATIONAL PARK

Original Hand-drawn story maps and accompanying gifts that connect people and place.

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AN IMAX GIANT SCREEN EXPERIENCE

GRAND CANYON

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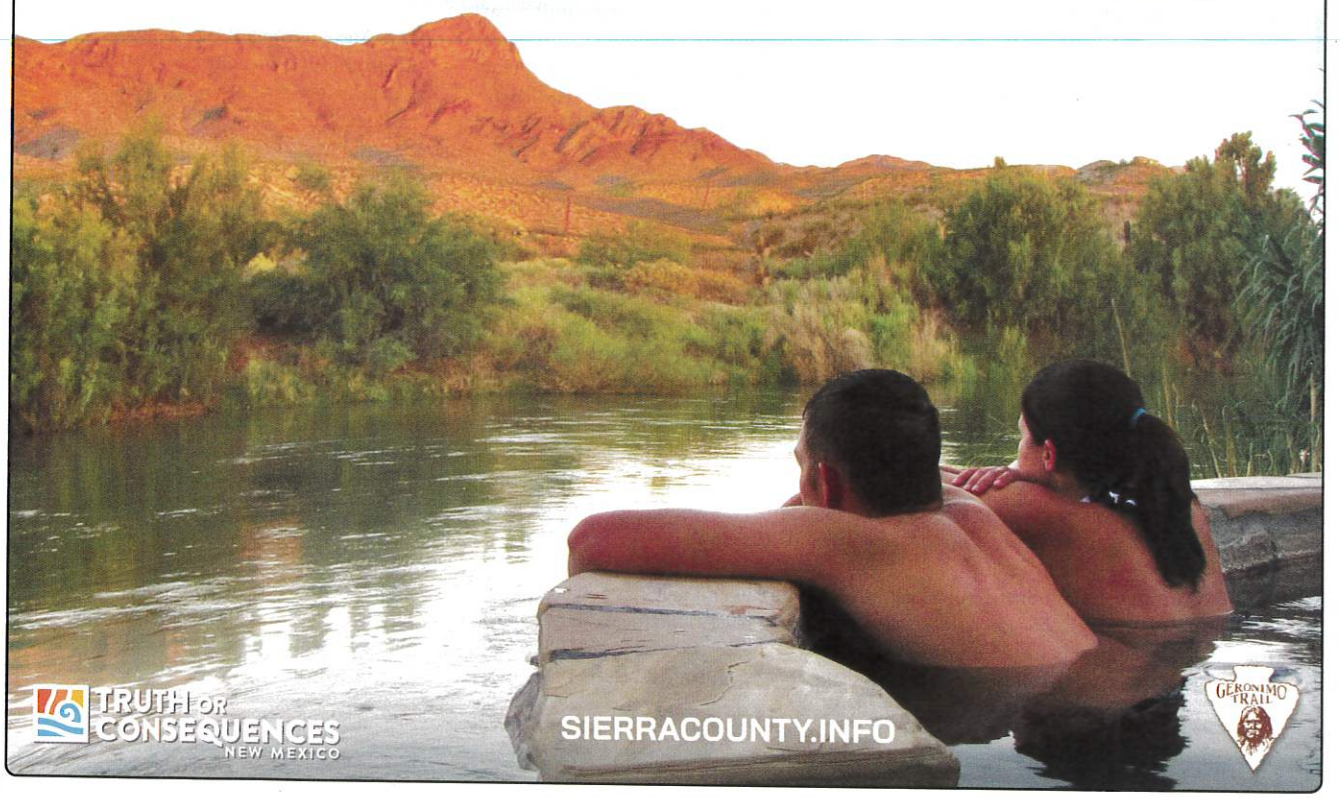
IMAX® Theater • Explorer's Cafe • Adventure Store
Book Pink® Jeep® Ground Tours • Free Maps & Wi-Fi
Buy Park Pass & Ride the Free NPS Shuttle *(seasonal)*
Electric Vehicle Charging Stations

Scan & SAVE 20%

GRAND CANYON VISITOR CENTER

One mile from the Grand Canyon National Park South Rim Entrance

From **Hot Springs** to **Ghost Towns**,
find your adventure on the **Geronimo Trail Scenic Byway.**



TRUTH OR CONSEQUENCES NEW MEXICO

SIERRACOUNTY.INFO

GERONIMO TRAIL

Hit the Road

The Grand Canyon is magnificent. But it's just part of the incredible Southwest. As you turn the page, you'll learn everything you need to know for a truly memorable trip in this region. We've put together four of our all-time favorite road trips (starting on pg. 16) that will lead you through charming small towns, natural wonders, cultural sites and more on your way to the canyon. Oftentimes, it's the journey there that sticks most in our minds. Happy trails.

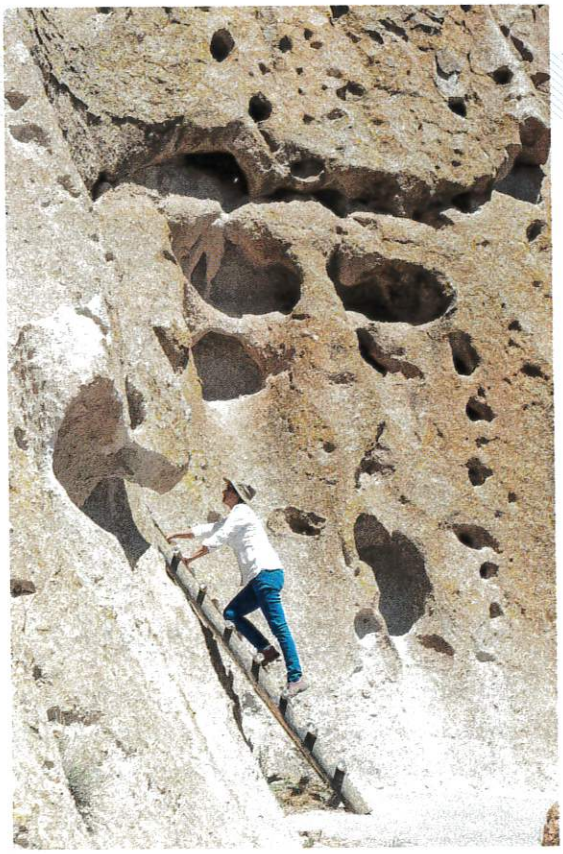


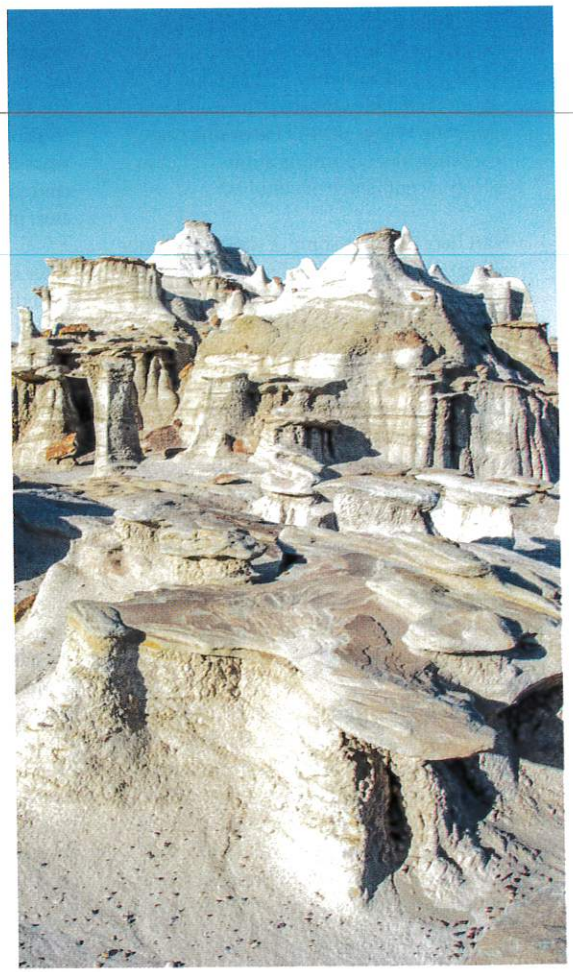
Map by Peter Sucheski

In New Mexico, you'll feel a connection between humans and the landscape that stretches back thousands of years.



Map by Peter Sucheski





There's a spot in southern New Mexico where you can stand in the middle of a never-ending sea of glittering white, even on a summer afternoon. There's nothing visible for miles around besides the white sand under your feet, the brilliant blue sky above your head and the dark smudge of distant mountains on the horizon.

Modernist artist Georgia O'Keefe, who called New Mexico home, said "I found I could say things with color and shapes that I couldn't say any other way… things I had no words for." Perhaps you'll feel the same about this land as you drive through the high desert from El Paso, Texas, nestled on the border, to Grand Canyon National Park in Arizona.

In El Paso, wander through two of the oldest-operating missions in the country. Walk in the footsteps of the land's first inhabitants near Los Alamos. Just over the border in Arizona, find a community that's been inhabited for more than a millenium. Along the way you'll discover the incredible geology and natural beauty of this region. Everywhere you look, you'll find connections stretching back thousands of years between people and this land. But it's not all ancient history. You'll find vibrant communities of chefs, vineyards producing exciting wines and the Indigenous people of the region still living in harmony with the land today.

At every bend in the road, you'll find another story to uncover that will leave you feeling, well, enchanted.

PHOTOS: Exploring dwellings at Bandelier National Monument (Getty Images), Bisti/De-Na-Zin Wilderness Area (Getty Images)

NationalParkTrips.com's Post

NationalParkTrips.com
April 19 at 3:00 PM ·

These gorgeous New Mexico routes are almost as intriguing as the name of the town that anchors them. Can you guess why they call it Truth or Consequences?

—with Geronimo Trail National Scenic Byway



MYGRANDCANYONPARK.COM
Take the Scenic Route
Geronimo Trail National Scenic Byway, New Mexico

65

11 comments 6 shares

Take a Scenic Drive on New Mexico's Geronimo Trail National Scenic Byway

Pick one of three routes starting from Truth or Consequences to find ghost towns, great hiking and tons of water sports.

Updated Oct 3, 2024

Mikaela Ruland Follow

Comment High Five Share

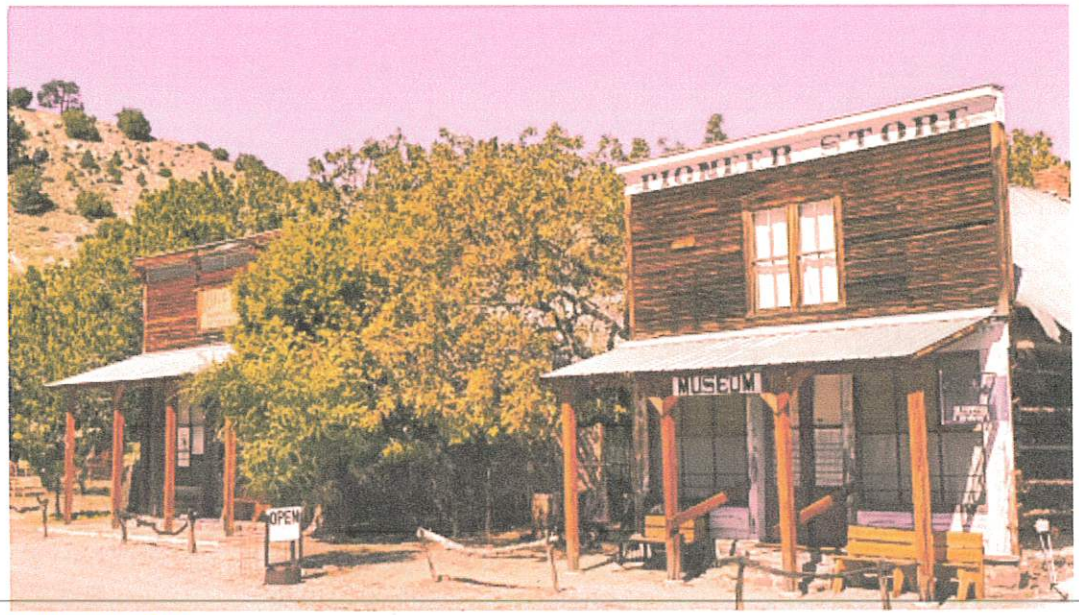


PHOTO: COURTESY GINA KELLEY

The beautiful Geronimo Trail National Scenic Byway winds from the banks of the Rio Grande through the quiet and beautiful New Mexico desert, into the foothills and eventually to the Gila National Forest. With three options for a gorgeous scenic drive, you can step back in time and experience the New Mexico of yesteryear as you hike, soak in hot springs and eat delicious green chile.

Find Ghost Towns on the Northern Route



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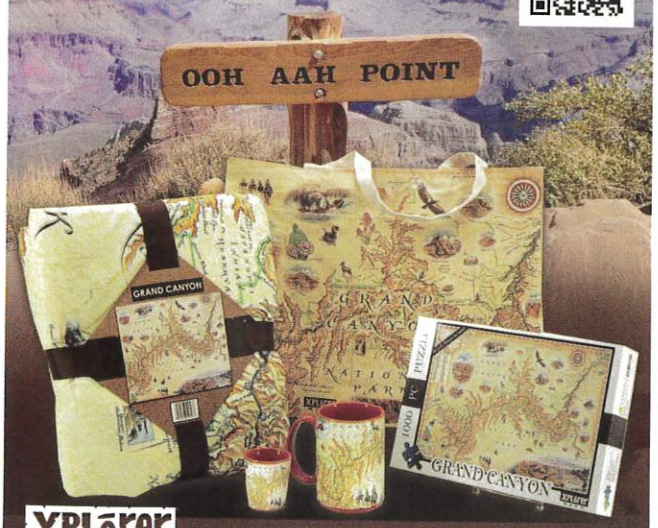
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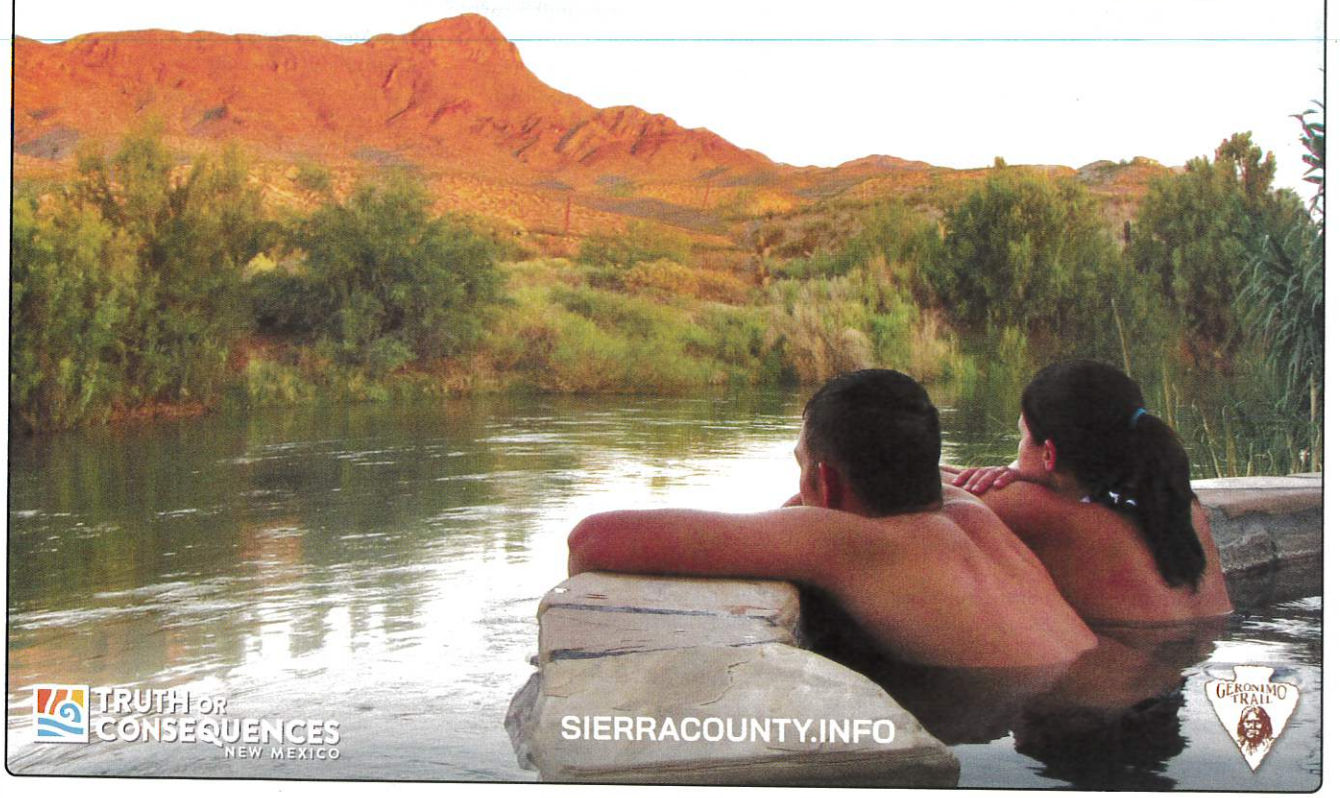
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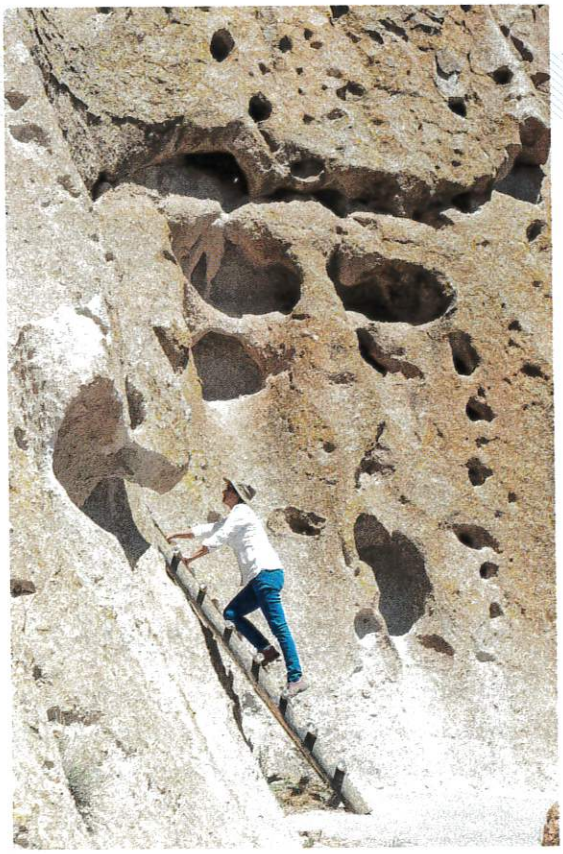


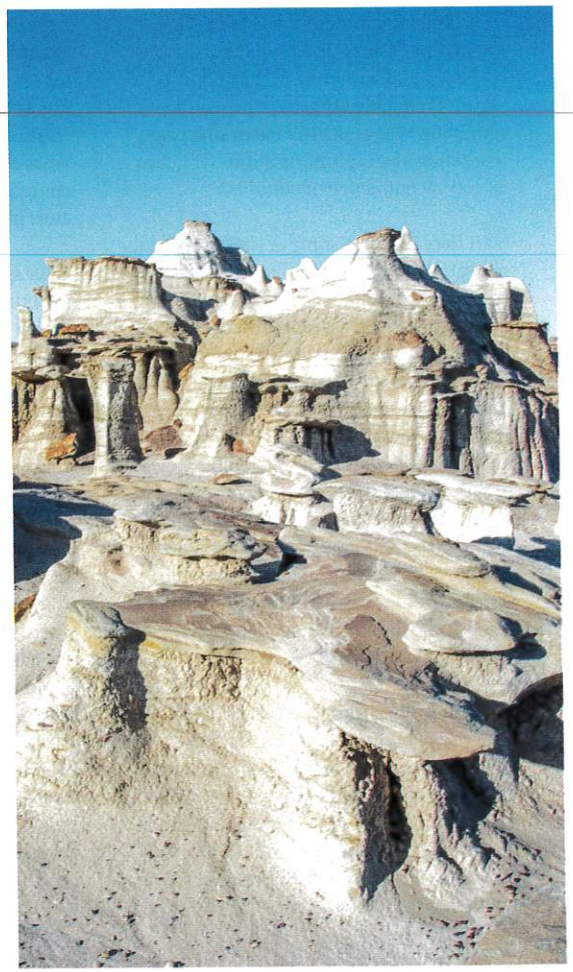
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Take the Scenic Route
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Updated Oct 3, 2024

Mikaela Ruland Follow

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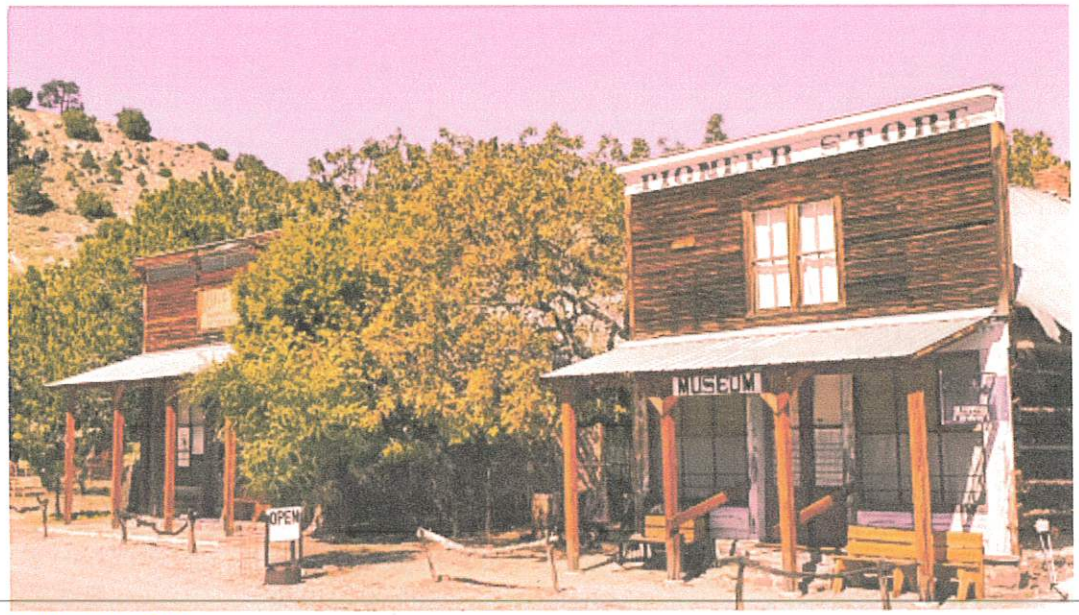


PHOTO: COURTESY GINA KELLEY

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FY 2024-2025 LODGERS' TAX GRANT REPORT

Organization Name	**Geronimo Trail Scenic Byway**
Project/Event Name	Hot Springs Brochure update & reprint
Event Date(s) and Location (if applicable)	n/a

1. Describe your project/event indicators of success and how you gathered the information. (e.g. increased hotel stays, increased attendance, first time attendees):

we track how many brochures are distributed to local business & out of town visitor centers. In FY25, we have distributed 5000 brochures

2. Did you sell advertising for this project? If so, how much? no

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future? no

4. If you utilized Lodgers' Tax for digital marketing, attach a copy of the analytics.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
M Graphics	Brochure design & printing	$1800
TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:		$1800

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Print your name and title: Gina Kelley Executive Director

Signature: G L Kelley

Date: 5/14/2025

PLACES TO SOAK

1 BLACKSTONE HOTSPRINGS
410 Austin, 575-894-0894
Classic TV show-themed luxury accommodations with custom baths for unlimited soaking in each room. Indoor and outdoor soaking.

2 CHARLES MOTEL
601 Broadway, 575-894-7154
A 1940s classic & affordable apartment-style motel with mineral hot water tubs and spa services.

3 FIRE WATER LODGE
311 Broadway, 575-740-0315
Relaxing oasis for your well-being and comfort, offering geothermal mineral water baths in the rooms. For lodging guests only. Spa services are available.

4 HOOSIER HOT SPRINGS
516 Austin, 575-740-8959
Three outdoor baths and one large indoor bath are available. The indoor bath includes a separate bathroom with a shower.

5 HOT SPRINGS GLAMP CAMP
675 Foch, 575-740-6775
Glamping with vintage RVs, a yurt, and dome. 3 outdoor, fresh-air tubs, and 1 indoor jetted jacuzzi tub. Lodging guests have 24-hour access to the springs.

6 INDIAN SPRINGS
218 Austin, 575-894-2018
Established in the 1930s, Indian Springs has two private, natural-flowing hot spring pools situated next to six '40s-style efficiency apartments.

7 LA PALOMA HOT SPRINGS & SPA
311 Marr, 575-894-3148
Pools at LaPaloma are natural-flow artesian "living" hot springs. Lodging guests have 24-hour access to the springs.

8 LA PALOMA TOO
300 Austin, 575-894-2228
All "living" natural-flow artesian hot springs, indoor and outdoor pools; private & communal, circa 1920. Walk-ins welcome. Aromatherapy showers.

9 PELICAN SPA
306 Pershing, 575-894-0055
Retro boutique spa hotel features air-conditioned hot mineral baths. Most rooms have kitchenettes. Pet-friendly and located in the downtown.

10 RIVERBEND HOT SPRINGS
100 Austin, 575-894-7625
Riverbend is the only riverside hot springs resort in TorC. Soak by the hour or stay overnight and soak unlimited.

11 SIERRA GRANDE
501 McAdoo, 877-288-7637
Located in the heart of the historic downtown district, offering upscale accommodations, legendary hot springs and first-class spa treatments.

Did you know...?

With almost 2,700 parts per million of assorted minerals, these thermal springs constitute some of the most heavily mineralized water in the United States. The continually flowing waters also have two important and unique features:

- The water has no unpleasant odor.
- The single largest ingredient is chloride, a naturally occurring germ killer that sterilizes the skin and ensures the purity of the water.

For more information on the hot springs and the surrounding areas, visit:

SPA-TOWN.COM
SIERRACOUNTY.INFO

VISIT GOSIERRACOUNTY.COM FOR EVENT INFO BY MONTH.

SOAK IT ALL IN!

Post a photo of your soaking experience (*keep it clean* ☺) to the Geronimo Trail Facebook Page with #SoakinginTorC

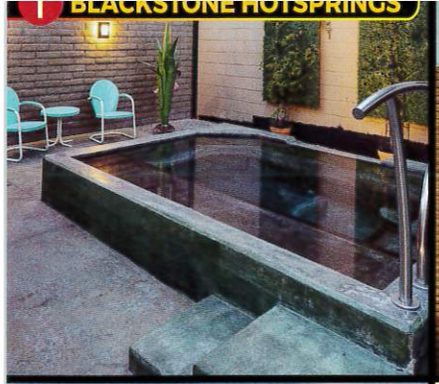
GERONIMO TRAIL

For more information, visit:
Geronimo Trail
National Scenic Byway Visitor Center
523 Broadway
Truth or Consequences, NM 87901
(575) 894-1968

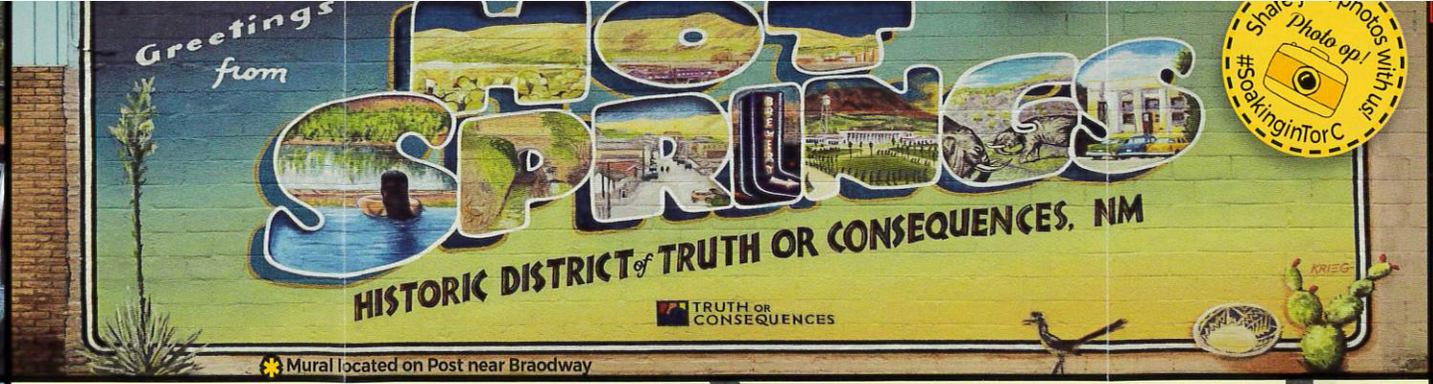
TRUTH OR CONSEQUENCES NEW MEXICO

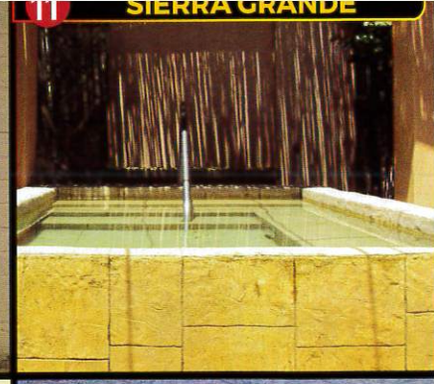
TRUTH OR CONSEQUENCES HOT Springs NEW MEXICO



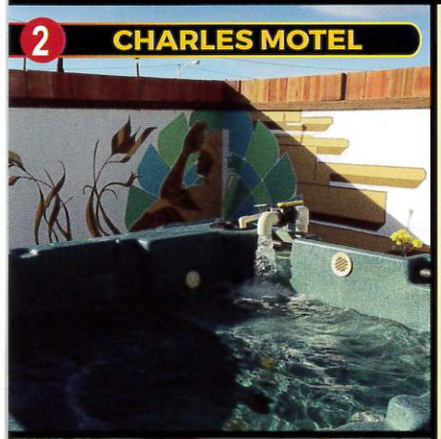


1 BLACKSTONE HOTSPRINGS



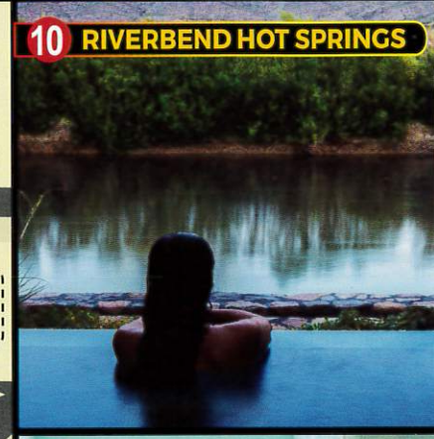


11 SIERRA GRANDE

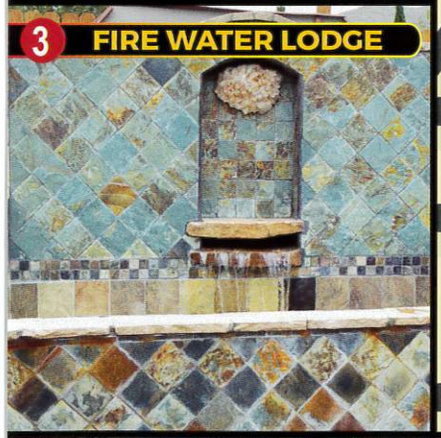


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7 LA PALOMA HOT SPRINGS & SPA



8 LA PALOMA TOO

FY 2024-2025 LODGERS' TAX GRANT REPORT

Organization Name	**Geronimo Trail Scenic Byway**
Project/Event Name	Website hosting & maintenance
Event Date(s) and Location (if applicable)	n/a

1. Describe your project/event indicators of success and how you gathered the information. (e.g. increased hotel stays, increased attendance, first time attendees):

we used google analytics to determine how many people visited the website during F25

2. Did you sell advertising for this project? If so, how much? no

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future? in the future we would like to add additional content to the website that features images of our Byway attractions.

4. If you utilized Lodgers' Tax for digital marketing, attach a copy of the analytics.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
Ruanna Waldrum	Website hosting & maintenance	$600
TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:		$600

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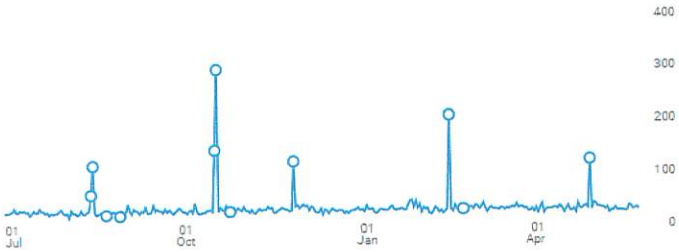
Print your name and title: Gina Kelley Executive Director

Signature: G L Kelley

Date: 5/20/2025

Reports snapshot

Active users	New users	Average engagement time per active us
4.7K	4.7K	1m 47s



View realtime →

ACTIVE USERS IN LAST 30 MINUTES

1

ACTIVE USERS PER MINUTE

TOP COUNTRIES	ACTIVE USERS
United States	1

Insights

Your Insights will appear here soon.

In the meantime, you can create new custom insights to monitor your most important metrics. Learn more

Create

View all insights →

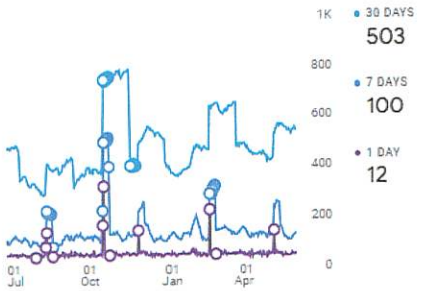
Active users by Country



COUNTRY	ACTIVE USERS
United States	3.8K
China	120
Germany	76
Canada	46
United Kingdom	46
India	34
Mexico	30

View countries →

User activity over time



30 DAYS	7 DAYS	1 DAY
503	100	12

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Home | Geronimo Trail Natio...	3.2K
A Brief History of Geronimo |...	1K
Visitor Center | Geronimo Tr...	562
Travel Advice | Geronimo Tra...	404
The Southern Route | Geroni...	402
The Hot Springs of Truth or ...	399
The Northern Route | Geroni...	379

View pages and screens →

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	22K
session_start	5.4K
first_visit	4.7K
user_engagement	4.6K

View events →

Key events by Event name

EVENT NAME	KEY EVENTS

No data available

Average 120d value by First user primary channel group (Default C...

No data available

$0.00 $0.20 $0.40 $0.60 $0.80 $1.00

View user acquisition cohorts →

2025-2026 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	**Geronimo Trail Scenic Byway**
Project/Event Name	Website Hosting & Maintenance
Event Date(s) and Location (if applicable)	n/a
Event Organizer & Title within Organization (if applicable)	Gina Kelly Executive Director
Phone Number of Organizer	575-740-3902
Email of Organizer	Director@geronimotrail.org
Organization Address	Mailing: PO Box 1072, T or C NM 87901 Physical: 523 N. Broadway, T or C NM 87901
Organization's Contact Person (If different than event organizer)	same
Contact Phone and Email for Organization's Contact Person	Same

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

Amount Requested: **(Must match application page 4)**	**$600**
Anticipated Attendance (not including volunteers/staff):	5000 estimated users

PART 3: CRITERIA

Was this project/event funded in 2022-2023? Circle one: Yes/No

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

The Geronimo Trail website has been online for at least 15 years

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

We are requesting funds for the maintenance and hosting of this website promoting tourism in T or C & throughout Sierra County.

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

The website targets people interested in learning about New Mexican history and the activities that are available surrounding our historic communities.

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

We will promote the website via social media, with links from other tourism related websites (newmexico.org, sierracounty.info etc) and through any print/digital marketing that we undertake.

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

n/a

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):

increased usage of the website, information gathering via google analytics

6. How many Facebook followers do you have for this event page or organization page (for a project)? 1067 Instagram followers? n/a

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate will be ad revenue will be generated? no

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

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 City Commission.

Advertising/Promotion Company/Provider	**Type of Ad/Promotion**	**Cost**
Ready Web Service	Website hosting & maintenance	$600
TOTAL AMOUNT REQUESTED: Must match page 1.		$600

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, 2022, whichever comes first).

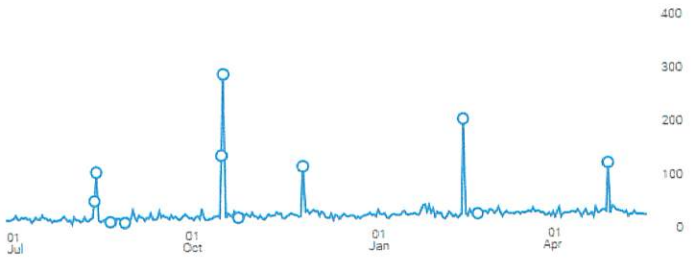
Print your name and title: Gina Kelley, Executive Director

Signature: G L Kelley

Date: 5/14/2025

Reports snapshot

Active users	New users	Average engagement time per active us
4.6K	4.6K	1m 48s



View realtime →

ACTIVE USERS IN LAST 30 MINUTES

1

ACTIVE USERS PER MINUTE

TOP COUNTRIES	ACTIVE USERS
United States	1

Insights

Your Insights will appear here soon.

In the meantime, you can create new custom insights to monitor your most important metrics. Learn more

Create

View all insights →

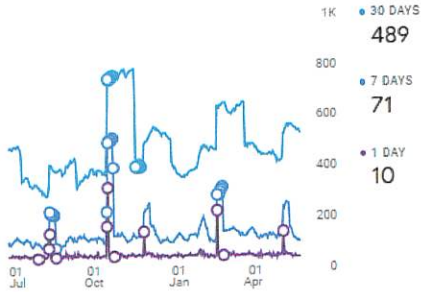
Active users by Country



COUNTRY	ACTIVE USERS
United States	3.7K
China	118
Germany	76
Canada	46
United Kingdom	45
India	34
Japan	29

View countries →

User activity over time



30 DAYS	7 DAYS	1 DAY
489	71	10

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Home | Geronimo Trail Natio...	3.2K
A Brief History of Geronimo |...	1K
Visitor Center | Geronimo Tr...	552
Travel Advice | Geronimo Tra...	398
The Southern Route | Geroni...	394
The Hot Springs of Truth or ...	392
The Northern Route | Geroni...	367

View pages and screens →

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	22K
session_start	5.3K
first_visit	4.6K
user_engagement	4.5K

View events →

Key events by Event name

EVENT NAME	KEY EVENTS

No data available

Average 120d value by First user primary channel group (Default C...

No data available

$0.00 $0.20 $0.40 $0.60 $0.80 $1.00

View user acquisition cohorts →

2025-2026 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
Event Date(s) and Location (if applicable)	Saturday, 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@runtorc.com 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)	**$6,965**
Anticipated Attendance (not including volunteers/staff):	200

PART 3: CRITERIA

Was this project/event funded in 2024-2025? Circle one: **Yes**

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

Each of the last 4 years. This year will be the 5th annual event.

Each of the previous four years has brought 70-90 runners, many of whom bring family and friends along. This year we are attempting to expand our advertising in several ways to hopefully attract more runners (we are allowed up to 150 runners on course, per BLM restrictions).

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, music, and a beer garden. Last year, thanks to Lodgers' Tax, we added a "selfie station" with a backdrop to take pictures and post to social media, increasing the visibility of the race. We plan to use the same selfie station, set up with the river and Turtleback in the background.

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

We will market via social media, print, and digital ads to regional trail running enthusiasts. In the past three years our runners have ranged in age from 18 to over 70 years old. Most come from the region (Las Cruces, El Paso, Albuquerque, Santa Fe, Tucson) but we've had runners from as far away as Pennsylvania and Washington State who come specifically for this race. Ultra Running is a growing sport, and many runners travel long distances to races - we hope to tap into that market and bring new visitors to T or C.

This year, we hope to try some new things to expand our advertising reach. We have already been funded by Lodgers' Tax to advertise in Ultra Running Magazine, which has a national reach and hopefully will bring some runners who see this as a "destination" race. We are also applying for some funding to advertise at the nearby military bases. Over the past years we have had a few runners from the bases, but we think we could bring in more, as the bases have many active, fit people who are looking for things to do in the area. Thirdly, we are asking for more funding for social media promotion, as it seems to be a relatively low-cost way to get a huge reach. We'll do some boosting across the country over the summer, and as the race nears we will narrow our focus to markets within a day's drive.

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

We plan to do social media marketing throughout the region (everything within a day's drive) - El Paso, Las Cruces, Albuquerque, Santa Fe, Tucson, Phoenix, Denver/Boulder, Dallas, etc.. We also plan to advertise in print (and digitally) through Ultra Running Magazine, which has national/international reach. We will also advertise at the nearby military bases. We would like to print high-quality flyers this year and distribute them to regional races and running stores/outfitters throughout New Mexico.

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

Our printed materials include flyers and a print ad in Ultra Running Magazine - 95+% of which will be distributed outside Sierra County. We will send flyers to race organizers in various

cities throughout the region to have on hand at their races, and we will send some to outfitters/running stores regionally as well.

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):

Runners register for the race through the website Ultrasignup, which gives us basic demographic information on each runner (age, city, etc.) so we can easily collect data on how many out-of-town runners we have, how many are running this race for the first time, etc.

After the race weekend we email a survey to all the runners. We try to keep the survey simple and short, but can tailor it to whatever information we would like to gather on runners and the people they bring with them.

Our goal is to make the event bigger and better and introduce more trail runners to the people and amenities of T or C.

6. How many Facebook followers do you have for this event page or organization page (for a project)? _283 __ Instagram followers? __83___

https://www.facebook.com/torcdesertultra

https://www.instagram.com/torcdesertultra/

Event organization page: https://www.runtorc.com/

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 ask for sponsors and promote their businesses on social media, race t-shirts, banners, and in person at the event.

All net sponsorship funds we raise go to the Southern New Mexico Trail Alliance, a 501(c)3 organization based in Las Cruces that supports trail building/maintenance projects

throughout the region (Becca Eza, one of our race organizers, is a board member of the SNMTA and we have an "unofficial" T or C chapter of the organization). These funds are earmarked for use in future Sierra County projects, including the Turtleback Trails Network.

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**
Facebook	Social Media Promotion	$500
Race flyers	Flyers to be distributed to regional outfitters/running stores, tourism info locations, and sent to regional races	$200
Ultra Running Magazine	one final print ad in August/September issue	$665
Sentinel	Local Newspaper Promotion	$350
Talon	Port – A - Potties	$250
To be confirmed	Graphic Design for adverts	$500
MorningStar Sports	T – Shirts	$1,750
Race photographers: Lobo Photo NM Photography (race) and Andrew Williams (behind the scenes - volunteers, etc.)	Photography	$1,500
Hollomon AFB	Bowling monitors and movie theater previews (3 months each)	$700
Ft. Bliss	Bowling monitor ad (1 month)	$550
TOTAL AMOUNT REQUESTED: Must match page 1.		$6,965

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, 2026, whichever comes first).

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

Signature: _____

Date: 5/22/25

2024-2025 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	**MainStreet Truth or Consequences and Fiesta TorC**
Project/Event Name	Truth or Consequences Annual Fiesta (75 YEARS) (Fiesta Reboot?)
Event Date(s) and Location (if applicable)	August 22nd/23rd, or Sep 5/6 or 12/13?
Event Organizer & Title within Organization (if applicable)	Destiny Mitchell Fiesta Coordinator Becca Eza MainStreet Executive Director
Phone Number of Organizer	Destiny Mitchell 575-740-7542 Becca Eza 828-980-8229
Email of Organizer	destinydawn14@hotmail.com director@torcmainstreet.org
Organization Address	TorC Chamber of Commerce 207 South Foch
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	575-740-7542 575-894-3536

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

Amount Requested: **(Must match application page 4)**	**$10,500.00**
Anticipated Attendance (not including volunteers/staff):	500+

PART 3: CRITERIA

I. Was this project/event funded in 2024-2025? Circle one: **YES**

II. How many times has your event occurred? List previous events years. If new, indicate "new": 75 years of Truth or Consequences Fiesta! We want to continue the 75th anniversary with 2 more installments of the Game Show and other events.

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

A. We would like to have a "Mini-Fiesta" fundraiser for next years Fiesta. Since we had to postpone the Fiesta Golf Tournament, that is one event we'd like to bring back. We have a lot of other ideas that we could pack into a weekend. We've

also been in discussion with the City of TorC for doing street fests throughout the year and would like to have this be one of the events.

B. Specific events we'd like to include are:
    1. Fiesta Golf Tournament
    2. Live Music, vendors and Food Trucks at HWP
    3. Junk Boat Race Relaunch
    4. Sporting tournaments- Cornhole, horseshoe, fishing, etc.
    5. Fiesta LIVE! Gameshow at El Cortez
    6. Relaunch of Fiesta T-shirts and Merch
    7. Releasing a 75th Annual Fiesta Commemorative Collectors Coin
    8. Open to other ideas

IV. Who is your target audience for your project/event and advertising (who do you want to attend?)
    A. Mainly local support, but we would like to do digital advertisement in a few places for max attendance.

V. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?
    A. Based on the analytics from our posts for Fiesta 2025, we'd like to keep somewhat of the same geographic locations, however, we would eliminate the LA Times, but might look into more digital advertisement.

VI. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?
    A. The majority of printing costs we will ask for this year will primarily be for local distribution. We have some leftover postcards, rack cards, coasters, stickers, and commemorative schedules to give away still.

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. We have some new ideas we'd like to implement including utilizing QR codes for tracking.

VIII. How many Facebook followers do you have for this event page or organization page (for a project)?
    A. 3.8 K

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 do not anticipate selling advertisement for this event.

X. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.
    A. Funding for website will be included in a later application.

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 ($300.00)**
      1. Printed Materials: Flyers Color copies $.15 per copy X 300……$150.00
         a) Posters: 200qt 11X17……$150.00
   B. **Printed/Digital & Newspaper Ads:** **Total ($1,500.00)**
      1. New Mexico Magazine:.....$600.00
      2. El Paso Times:.....$300.00
      3. Arizona Daily Star: (Tucson):.....$300.00
      4. Albuquerque Journal: $300.00
   C. **Digital/Social Media Ads:** **Total ($800.00)**
      1. Graphic Design:……$500.00
      2. Social Media Boosting……$300.00
   D. **Radio/TV Advertisement:** **Total ($2,000.00)**
      1. Adams Radio 98.7: (El Paso/Las Cruces).....……$2,000.00

II. **Sanitation:** **Total ($1,600.00)**
   1. Porta-Trailer: Talon Septic……$1,600.00

III. **Safety/Security:**
   1. Commercial Grade Tent (for all Fiesta's).....$4,300.00

Total: $10,500.00

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: _____

Signature: _____

Date: _____

FY 2024-2025 LODGERS' TAX GRANT REPORT

Organization Name	Sierra County Arts Council
Project/Event Name	Ongoing Marketing to Promote Sierra County and TorC as an Arts Destination
Event Date(s) and Location (if applicable)	Year-round, Sierra County

1. Describe your project/event indicators of success and how you gathered the information. (e.g. increased hotel stays, increased attendance, first time attendees):
Starting in the upcoming fiscal year, the SCAC will be tracking event attendance numbers, membership numbers and email newsletter subscription numbers to gauge the success of our marketing efforts.

2. Did you sell advertising for this project? If so, how much?
We did not sell advertising for items in these requests.

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future?
The biggest takeaway from previous years is that we need to have a better understanding of our engagement with the public (both locally and outside Sierra County.) To that end, we are implementing a revamped marketing strategy for the 2025-2026 fiscal year, and working to improve data tracking across all our efforts – events, social media, memberships, email subscribers, website traffic, etc.

4. If you utilized Lodgers' Tax for digital marketing, attach a copy of the analytics.
Attached.

— NOTE — The information in the table below represents requests made on behalf of the SCAC since the change over in the Executive Board on January 1, 2025 - excluding the Artists of Sierra County Studio Tour, which is represented in a separate request as a stand-alone event under the management of the SCAC.)

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
Blue Host	Website Domain Renewal	$22.95
Ready Web Services (Ruanna Waldrum)	Website Updates/Maintenance	$564.62
Southwest Contemporary Magazine	New Mexico Field Guide, Full Page Ad	$2152.93
Constant Contact	Email Campaign Platform	$90.65
TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:		**$2,831.15**

PART 6: ASSURANCES AND CERTIFICATIONS
I certify that I am authorized to act on behalf of the organization making this report and that the statements herein are complete and accurate to the best of my knowledge. We kept a clear and accurate accounting of how the funds were used. We evaluated the use of funds as required and approved by the City of Truth or Consequences and delivered this report to the City no more than (90) days after the event or project completion or on or before May 31st, 2022, whichever comes first).

Print your name and title: Christine Auten, Sierra County Arts Council Vice President

Signature: Christine Auten

Date: May 21, 2025

2025-2026 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Sierra County Arts Council
Project/Event Name	Ongoing Marketing to Promote Sierra County and TorC as an Arts Destination
Event Date(s) and Location (if applicable)	July 1, 2025 - June 30, 2026 - full fiscal year
Event Organizer & Title within Organization (if applicable)	**Stay Blum-Hay** - SCAC Lodgers Tax Committee C-Chair **Christine Auten** - SCAC Vice President - SCAC Lodgers Tax Committee Co-Chair
Phone Number of Organizer	Stacy - 209-768-2787 Christine - 512-751-7313
Email of Organizer	stacyhayartist@gmail.com christine@theunitedprojectsalliance.com
Organization Address	P.O. Box 1924 Truth or Consequences, NM 87901
Organization's Contact Person (If different than event organizer)	Rebecca Speakes, SCAC Secretary
Contact Phone and Email for Organization's Contact Person	scacnewmexico@gmail.com

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

Amount Requested: **(Must match application page 4)**	$10,095.00
Anticipated Attendance (not including volunteers/staff):	Varies by event.

PART 3: CRITERIA

Was this project/event funded in 2024-2025? Circle one: (Yes) / No

How many times has your event occurred? List previous events years. If new, indicate "new":
Ongoing Marketing - The SCAC is committed to promoting Sierra County and TorC as an arts destination.

1. Define/Describe the overall project/event (what is happening at the event?):
The SCAC regularly supports and organizes events and projects that enhance the "arts" profile of TorC, specifically, and Sierra County as a whole. This request covers expected expenses July 1, 2025-June 30, 2026

2. Who is your target audience for your project/event and advertising (who do you want to attend?)
As with all SCAC marketing efforts, we hope to draw the attention of anyone who is interested in exploring the largely underrated Southern New Mexico art scene. We are newly committed to making TorC a premier art tourism destination on par with Santa Fe and Taos, but with our own unique feel. The more we highlight everything that we are working on, the higher our profile will be.

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?
We will target our Social Media campaigns throughout the Southwest - West Texas, New Mexico, Arizona, Nevada, with specific cities outside that range - Austin and Seattle, for example

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?
The brochures noted in this application will be distributed locally at tourist points of interest and in the Visitor Center, with further distribution (about 75%) to Visitor Centers across the Southwestern US.

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:
We will be looking at attendance numbers, membership numbers and email newsletter subscription numbers to gauge the success of our marketing efforts.

6. How many Facebook followers do you have for this event page or organization page (for a project)?
236**
Instagram followers? 362**
***We hope to increase these numbers through targeted ad campaigns.*

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate ad revenue will be generated?
The SCAC does not plan to sell advertising for any of the expenses covered in this application.

8. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.
See attached analytics – Our last redesign was over 6 years ago. We are proposing a complete redesign that will vastly improve the SEO for the whole site, with upgraded video display, calendar listings, and UX improvements. The aim is a more media heavy site that is easier to navigate.

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 regard 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
Blue Host	Website Hosting - 3yrs | renews Feb 20, 2026	**$300.00**
Blue Host	Domain Registration | 1yr, renews Feb 20, 2026	**$25.00**
Constant Contact	Email Campaign Client | billed per campaign	**$120.00**
Ready Web Services	Website Updates (content, events, calendar, etc) | Jul'25-Jun'26	**$1,500.00**
Ready Web Services	Complete Website Re-design - mid-late 2025	**$3,000.00**
Ready Web Services	Video Editing (Art Talks, Performances, etc) | Jul'25-Jun'26	**$1,000.00**
Meta	Social Media Campaigns | Jul'25-Jun'26	**$500.00**
U-Printing	Reprint Murals Brochure (8.5"x11", Full Color, Tri-Fold)	**$800.00**
U-Printing	Reprint Galleries Brochure (8.5"x11", Full Color, Tri-Fold)	**$800.00**
Southwest Contemporary	New Mexico Field Guide Ad (2026 Full Page Ad)	**$1,800.00**
Various Vendors	Flyers, Posters, etc (Marketing for Events)	**$250.00**
	TOTAL AMOUNT REQUESTED: Must match page 1.	**$10,095.00**

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.

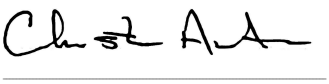
❏ IRS and Secretary of State proof of Good Standing

√ 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.

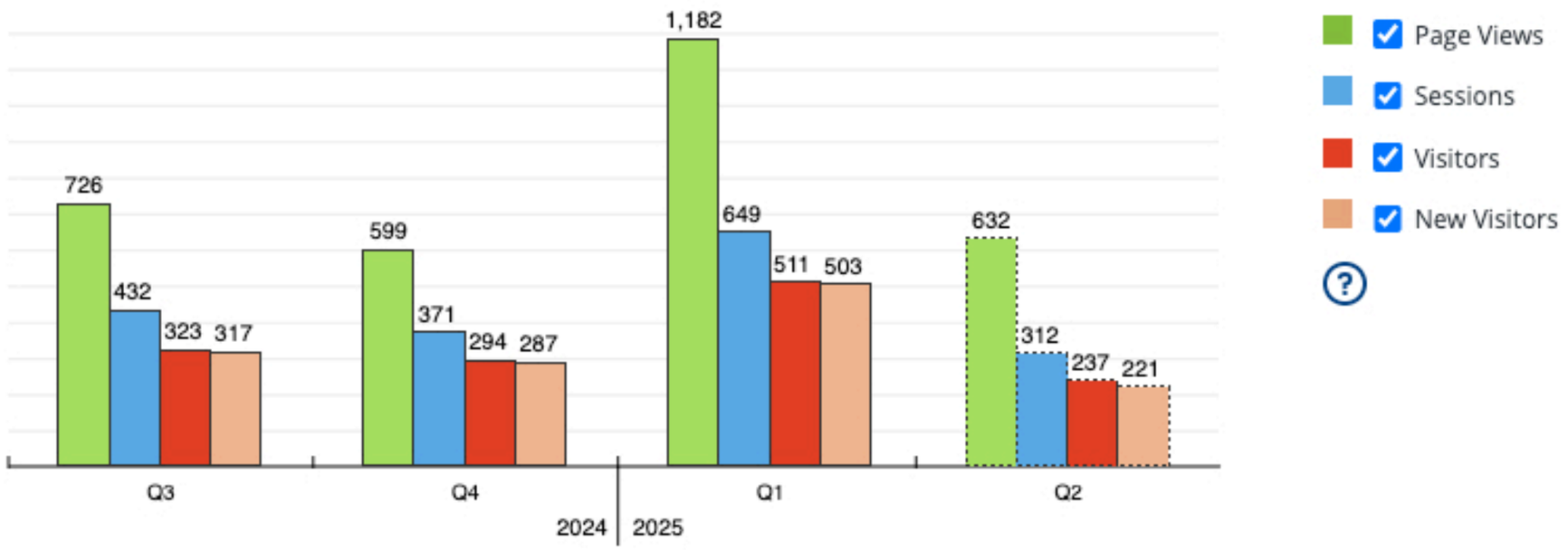
Print your name and title: Christine Auten, Sierra County Arts Council Vice President

Signature: 

Date: May 21, 2025

Summary Stats

Quarterly | « ‹ › » | − + | 1st Jul 2024 — 20th May 2025 | Chart Options



Average Quarterly Page Views	Average Quarterly Sessions	Average Quarterly Visitors	Average Quarterly New Visitors
784.8	**441.0**	**341.3**	**332.0**

	Page Views	Sessions	Visitors	New Visitors
+ Q2 2025	632	312	237	221
+ Q1 2025	1,182	649	511	503
+ Q4 2024	599	371	294	287
+ Q3 2024	726	432	323	317
Total	**3,139**	**1,764**	**1,365**	**1,328**

FY 2024-2025 LODGERS' TAX GRANT REPORT

Organization Name	Sierra County Arts Council
Project/Event Name	Artists of Sierra County Studio Tour
Event Date(s) and Location (if applicable)	November 2-3, 2024, Various Locations around Sierra County

1. Describe your project/event indicators of success and how you gathered the information. (e.g. increased hotel stays, increased attendance, first time attendees):

We tracked social engagement via Meta Business, and we had sign-in sheets at every TOUR STOP. Unfortunately Google Analytics was not set up properly to track website traffic in year one. This has now been remedied for future years.

2. Did you sell advertising for this project? If so, how much?

We did not sell advertising for this event.

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future? – *further details in attached report - see "TAKEAWAYS | FEEDBACK" page*

- **Funds for Organizational Staff** – Organizing this event required significant time commitments from the three main organizers. If this event is to become a true community builder and strong tourist draw, we need to build compensation for our key organizers into our operating budget. We would also need to allot more budget for graphic design, production and website management.
- **Volunteers** — It is clear that if we want to grow this event, we will need more people who have the time and skills to carry out the work.
- **Year-Round Marketing** — With a larger, specialized organizational team from the start, we could start our full marketing efforts earlier in the year. We ended up dropping (or rather refocusing) many of our initial ideas because we didn't have the manpower to accomplish everything we set out for.

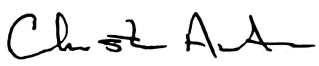
4. If you utilized Lodgers' Tax for digital marketing, attach a copy of the analytics.
– see details in attached report - see "DATA COLLECTIONS | PRELIMINARY NUMBERS" page | SOCIAL MEDIA NUMBERS" section.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
Dreamhost	Website | 1yr website hosting on VPS+Inbox	$338.99
Envato Market	Website | One-time Website Theme	$66.20
Dreamhost	Website | 1yr domain name registration	$11.00
VistaPrint	Event Signage | Tour Stop Signs	$1,014.51
Amazon	Event Signage | Tour Stop Sign Yard Holders	$34.99
Staples	Event Signage | Sandwich Boards (2), Display Sign	$259.32
Amazon	Event Signage | Sandwich Boards (2)	$48.76
FedEx	Event Signage | Sandwich Board/Sign Inserts (9)	$305.71
Chaychi Creations	Print Marketing | Graphic/Printed Marketing Materials	$300.00
Xacta Printing	Print Marketing | Poster | Rack Card | One-Sheet	$493.68
Xacta Printing	Print Marketing | Rack Card | One-Sheet	$245.00
Staples	Print Marketing | Informational One-Sheet Printing	$15.89
Staples	Print Marketing | Brochures, Sign-In Flyers	$274.45
Walmart	Print Marketing | Paper for Sign In Sheets, Flyers, Etc	$11.13
Amazon	Print Marketing | Clipboards for Sign In Sheets	$148.46
Chaychi Creations	Online Marketing | Creation/Mgmt of all Social Media	$300.00
Meta	Online Marketing | Targeted/Boosted Meta (FB/IG)	$449.04

PART 6: ASSURANCES AND CERTIFICATIONS

I certify that I am authorized to act on behalf of the organization making this report and that the statements herein are complete and accurate to the best of my knowledge. We kept a clear and accurate accounting of how the funds were used. We evaluated the use of funds as required and approved by the City of Truth or Consequences and delivered this report to the City no more than (90) days after the event or project completion or on or before May 31st, 2022, whichever comes first).

Print your name and title: Christine Auten, Sierra County Arts Council Vice President

Signature: 

Date: May 21, 2025

2025-2026 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Sierra County Arts Council
Project/Event Name	Artist of Sierra County Studio Tour
Event Date(s) and Location (if applicable)	July 1, 2025 - June 30, 2026 - full fiscal year
Event Organizer & Title within Organization (if applicable)	**Stay Blum-Hay** - SCAC Lodgers Tax Committee C-Chair **Christine Auten** - SCAC Vice President - SCAC Lodgers Tax Committee Co-Chair
Phone Number of Organizer	Stacy - 209-768-2787 Christine - 512-751-7313
Email of Organizer	stacyhayartist@gmail.com christine@theunitedprojectsalliance.com
Organization Address	P.O. Box 1924 Truth or Consequences, NM 87901
Organization's Contact Person (If different than event organizer)	Rebecca Speakes, SCAC Secretary
Contact Phone and Email for Organization's Contact Person	scacnewmexico@gmail.com

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

Amount Requested: **(Must match application page 4)**	**$6,910.00**
Anticipated Attendance (not including volunteers/staff):	300-500

PART 3: CRITERIA

Was this project/event funded in 2024-2025? Circle one: (Yes) No

How many times has your event occurred? List previous events years. If new, indicate "new":
This will be the second year for the Artists of Sierra County Studio Tour. The first occurrence was November 2-3, 2024

1. Define/Describe the overall project/event (what is happening at the event?):
This is a self-guided TOUR through the workspaces of artists who create their projects within Sierra County. Attendees will have several locations at which to collect a TOUR MAP and other materials, with an optional "Starting Point" at a designated location in downtown T or C. From there they will visit their preferred "STOPS" on the tour.

2. Who is your target audience for your project/event and advertising (who do you want to attend?)
Our target audience includes art enthusiasts, aged 18-85 with disposable income for travel, leisure and art collecting. Primary interests: the art-making process, collecting art, supporting arts communities. Secondary interests: desert landscapes and destinations, outdoor activities, visiting mineral hot springs.

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?
We had very good success in focusing on Las Cruces, Ruidoso, Albuquerque, Santa Fe, Taos, Silver City, Deming, Alamogordo, Magdalena, Socorro, and Dixon in New Mexico. Tucson, Phoenix, and Flagstaff in Arizona. El Paso, Marfa, San Angelo, and Austin in Texas. We will continue that strategy this year.

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?
As with last year, our primary marketing will be online via email newsletters, targeted social media campaigns, and event calendar listings. Team members will distribute printed materials in person to various arts-focused establishments in target markets. This distribution will account for approximately 75% of our printed materials. The remaining 25% will be distributed In locations within Sierra County that are frequented by out of town visitors.

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:
As with year one, we will have sign-in sheets at every TOUR STOP. We will be tracking website traffic via Google Analytics and social engagement via Meta Business. If we have enough personnel we will do outreach to hotels and short-term rentals for direct followup.

6. How many Facebook followers do you have for this event page or organization page (for a project)?
90 (82 "interested" in Facebook event) **Instagram followers?** 122 ***see social media stats in attached report.*

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate ad revenue will be generated?
We are considering selling advertising in the "Passbook" to offset the costs of the "Prizes" that attendees can win if they visit certain numbers of STOPS.

8. If you are asking for funding for an existing website, be sure to attach analytics from the previous year.
Google Analytics was not set up properly to track website traffic in year one. That has now been remedied.

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 regard 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
DreamHost	Website Hosting | 1 yr, renews July 2025	**$400.00**
DreamHost	Domain Registration | 1 yr, renews July 2025	**$20.00**
DreamHost	Email Inbox | 1 yr, renews July 2025	**$20.00**
Various	Online Ads & Events Calendar Listings	**$500.00**
Meta Business	Social Media Marketing Campaigns | June-Dec 2025	**$800.00**
Xacta Printing	Poster Printing (Event Promotion)	**$200.00**
Xacta Printing	Rack Card (Event Promotion)	**$500.00**
Xacta Printing	Map & Guide Brochure	**$600.00**
U Printing	Pop Up Banners	**$250.00**
Staples	Event Signage	**$320.00**
U Printing	Tour Stop "Passport" Book	**$1,200.00**
Chaychi Creations	Website Management ($100/mo) | Jun-Dec 2025	**$700.00**
Chaychi Creations	Print Material Design (flat rate) | Jun-Nov 2025	**$500.00**
Chaychi Creations	Social Media Creation/Management ($100/mo) | Jun-Nov 2025	**$600.00**
Chaychi Creations	Promo Video Creation (flat rate) | Jun-Dec 2025	**$300.00**
	TOTAL AMOUNT REQUESTED: Must match page 1.	**$6,910.00**

PART 5: FINANCIAL DISCLOSURE CHECKLIST

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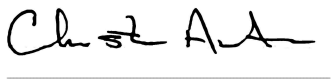
❏ IRS and Secretary of State proof of Good Standing

√ ❏ Previously submitted

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Print your name and title: Christine Auten, Sierra County Arts Council Vice President

Signature: 

Date: May 21, 2025

CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, MARCH 24, 2025

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, March 24, 2025 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member
Victoria Harrington, Member
Jessica MacKenzie, Member Absent

ALSO PRESENT:

Gary Whitehead, City Manager
Katy Martinez, Deputy City Clerk

1. **APPROVAL OF AGENDA:**

Member DeMarino made a motion to approve the agenda. Member Harrington seconded the motion. Motion carried unanimously.

2. **APPROVAL OF MINUTES:**
    a. Regular Meeting Minutes of February 24, 2025

Member DeMarino made a motion to approve the minutes. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

3. **COMMENTS FROM THE PUBLIC (3 minute rule applies)**

There were no comments from the public at this time.

4. **NEW BUSINESS:**
    a. Discussion/Update: Sierra County Arts Council Ongoing Marketing to Promote Sierra County and T or C as an Arts Destination. Chistine Auten

Chistine Auten SCAC Vice President: This is kind of a broader effort as you guys know the Arts Council is changing. We are shifting out members bringing in newer younger member. Short of changing our focus, more like heightening or focus to really bring the arts of Sierra County in to focus and make it an arts tourism destination. In that mission we are feeling like we need to really up out game in our marketing and our outward focus. Most of these have been funded before, there is only 3 items here. They are minor things but we are doing different things with these minor things. Southwest Contemporary New Mexico Field Guide that's a big deal and we had a listing last year with all of the galleries, we had a focus

on T or C along with other cities in New Mexico. This year I know MainStreet is doing an ad and I talked with Kyle a little bit about what they where doing. We wanted to something different, the focus is something in concert with. I wanted to get with you guys as we are designing it to make sure we are doing different things but we are going to focus mostly on specific events that we know draw people in. So, the tour strangely enough the student art show brings people in, families bring in people from out of town and other events that bring people in. Pickamania which isn't specifically T or C but is Sierra County and other specific events that do bring people in from out of town. Its going to be very event focused and T or C and Sierra County as an arts destination. We also need a reprint of our very popular murals brochure. We will be updating of what we have now. This is something that people come here to see and something we can make ourselves even more known for. The other one is our email service this is something we are going to start changing. We are going to have a news letter that goes out twice a month that highlights not just what we are doing but everything else that is going on in Sierra County.

Chairman Foerstner: All this will be spent during this fiscal year?

Chistine Auten SCAC Vice President: Yes, this is all immediate stuff. We will be back in May for the next stuff. If I'm understanding correctly that's a year now the fiscal year? You guys are going for a year now not just 6 months?

Vice-Chairman Kelley: Yes, its best to do it for the year.

Chistine Auten SCAC Vice President: Ok, and we are prepared to do that.

Member DeMarino: What percentage of your email subscribers are from out of town?

Chistine Auten SCAC Vice President: Right now, there aren't very many.

Member DeMarino: How do you plan on tracking if they come to town for events?

Chistine Auten SCAC Vice President: That is difficult, so there are certain measures that we are going to start taking, we can do sign in sheets, we can do questions with the email list right now its subscribers and most of those subscribers are here. I just redid our membership list and we have a handful that are out of towners that do come in that want to be members of the Arts Council. They support us from outside of town. Some of them have lived here, they moved away and they travel back or they still have family here. We want to expand that its just plans to expand. As far as tracking goes there is a lot of discussion on that. It's very difficult to track from an email click, constant contact is ok at sort of letting you know how much is clicked how much is followed through. Something that we don't do in our news letters now that we need to start implementing now that I'm going to start taking them over is call to actions that people specifically click on things and we can track if they click on them. We can start with surveys, and all kinds of different things but yes, it's very difficult to track. That's a very good question its something we need to work on.

Member DeMarino: The brochures for the murals they are great and I see people with them walking around town. The purpose of lodger's tax is to get heads on beds. So, 5,000 brochures where will they be placed?

Chistine Auten SCAC Vice President: Right now, a lot of them go to visitor's centers. Our visitor's center does send them out to other visitors centers in other cities around New Mexico.

Member DeMarino: You send them out?

Vice Chairman Kelley: Yes.

Chistine Auten SCAC Vice President: We also have campaigns if any of us travel we distribute them out. The object is a bigger one it's not just a specific. It's to start to raise the profile and start to get people looking at T or C for what it has to offer and that's not happening as much as it should right now. We are trying to get T or C out there as much as we can. We have murals which a neat I have been to a lot other towns and they do have murals but not as much as we do. So, pushing this kind of stuff to make T or C the arts capital it needs to be and that is should be. That's something we learned when we did the tour was, we have a lot of artists here and they are really good artist and nobody knows about them. The more people that know about what we have to offer here the more people we can get here. It's more of a larger goal. These are minor steps as we go.

Chairman Foerstner: What is the call to action on the Contemporary Field Guide ad how do you plan on tracking that?

Chistine Auten SCAC Vice President: That's difficult to track as well. We have to rely on field guide for that. We are open to suggestions as how that can happen.

Member DeMarino: We have suggestions websites are good.

Chairman Foerstner: Does the Arts Council have a website.

Chistine Auten SCAC Vice President: Yes, and I'm going to be revamping that this year.

Chairman Foerstner: So that's your call to action?

Chistine Auten SCAC Vice President: Yes, it's the website specifically. We are going to try and up our social media presence. We are working on revamping our presence on all of them Facebook, Instagram I would love to do some Tick-Tok but we don't have anyone young enough to do that just yet.

Chairman Foerstner: So, you will have a call to action.

Chistine Auten SCAC Vice President: Yes, every ad should have a call to action.

Chairman Foerstner: Will I be something you can track separately maybe add something to the end.

Chistine Auten SCAC Vice President: We can do that. We can do a landing page. Landing pages are easy to track.

Member DeMarino: Would you be using this money to promote Pickamania?

Chistine Auten SCAC Vice President: Not this one no, we can but its not specific one. If its Pickamania it would be more of a music event that we do and is part of music events. So, like Camerata Del Sol is happening its coming in April. We have lots of music events that come here it would just be part of our grander music and live performance events. The Picamania is part of what we do, it wouldn't be specific in this ad but it could be if it is something you guys wanted.

Member DeMarino: The lodger's tax is to put heads in beds. I have no known people that go to Pickamania that stay in T or C that's my only concern.

Chistine Auten SCAC Vice President: Thats why I don't call it out specifically in any of our ads, I call it out as a part of our music program.

Vice-Chairman Kelley: Does the county fund for social media.

Chistine Auten SCAC Vice President: I don't now if they do or not.

Member DeMarino: Jakes on the County Lodgers Tax.

Vice-Chairman Kelley: It would be a natural for the county to fund.

Chistine Auten SCAC Vice President: Yes, it would be, I'm pretty sure Katherine would know that, I can ask her. But its not part of our specific listing. We have events that are T or C specific and then we have music general and live performance general. We are upping our dance a little as well we are going to have some dance performances this year some other performance art.

Vice-Chairman Kelley: I can see whole newsletters where you can do what's happening in music because Jake's got a new venue, The Love Shack host concerts, The Charles has even hosted some.

Chistine Auten SCAC Vice President: We used The Lighthouse recently for Medioric and that was really great it was a fantastic venue. We can target poetry readings performances and sort of small music. I'm thinking specifically for Lighthouse like an acoustic trio's things of that nature. We did one there already that was really successful it's a great venue. I try to push people there when ever they ask me where venues are.

Member DeMarino: For next year since you said you are going to get your social media up and going more ask for social media money in your next year request, for boost and things like that.

Chistine Auten SCAC Vice President: We do for the Studio Tour we really boosted social for that and we had that in our proposal for that. We will be doing our Studio Tour proposal separate from the rest of the stuff because it is its own entity.

Member DeMarino: Form the rest of?

Chistine Auten SCAC Vice President: Sierra County Arts Council stuff. It will be its on separate thing.

Member DeMarino: Request?

Chistine Auten SCAC Vice President: It's easier to do it that way because it's very specific and is siloed we don't cross contaminate the monies in our budget for those things this is it. this is the money for the Art Tour and then the rest of our budget.

Member DeMarino: I would recommend good tracking of these things, such as at the events fine our where people are coming from if they are staying over night because when you guys come back and report later on.

Chistine Auten SCAC Vice President: It's a little tricky with people sign in sheets we are finding, the labor involved in translating the sign in sheets into spread sheets is difficult and handwriting is difficult. Im thinking of trying to look into some digital was of tracking.

Member DeMarino: Survey Monkey.

Chistine Auten SCAC Vice President: People don't so those. When they come to love events, they are not going to take a survey as they come in. They might, we are down to try anything we can do to try and track it and see what works. At this point anything better than nothing is good.

Member DeMarino: Incentivizing people is good, little things might be something you ask for in the next one.

Member DeMarino made a motion to approve a total of $2890.00 to the Sierra County Arts Council for Ongoing Marketing to Promote Sierra County and T or C as an Arts Destination. Member Harrington seconded the motion.
Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

Chairman Foerstner: I was just curios about our 90 day follow up reports that we require. Are we keeping track of that. I know we are handing out a lot of money.

Vice-Chairman Kelley: I sent out emails asking for reports but is kind of hard when the money is being spent at different times.

Chairman Foerstner: I feel like we don't get as many reports as we do awards.

Vice-Chairman Kelley: Sometimes they come in. I'll send out emails again to everybody. Also, I think some reminders should go out that the next meeting is May and that's when we start looking at next fiscal year.

Chairman Foerstner: I just like the reports to be able to gauge the success of what they already did before they come back and ask for it again. If they are coming back and we have no report we don't know its better to have some data.

Member DeMarino: Can we put on the next agenda a tracking templet form. I have an idea I showed it to Gina a little bit on what we can suggest they use because a lot of them don't know, maybe we should write up a whole page on tracking, such as what are some ways to track effectively are I don't want to put that together but I would be happy to put together the tracking form because I have one started.

Member Harrington: I think that will be good so it's more uniformed and not everyone doing random things.

Member DeMarino: We would be getting the data we want instead of just the data that they come up with.

Deputy Clerk Martinez: If you get it to us, we can include in their contract.

Member DeMarino: Its going to depend on different things for tracking.

Chairman Foerstner: But the best practices one. You're talking about 2 different, a form for tracking and then best practices thing to tell them what things they can do.

Vice-Chairman Kelley: We did the whole thing where we did the guidelines, I think its worth resharing.

Member DeMarino: We might want to look through the guidelines again because it's been a while since we have looked at them. We have different logos we have different things, so think we need to go through and make sure its all still relevant.

Vice-Chairman Kelley: On thing that I keep hoping for is that we put the lodgers tax application and guidelines and reimbursement forms on the city website. That way people can just go to the city website and get them and apply. I have had people come to me and say I don't even know where to get these forms I don't know where to find it and I send them to people.

Chairman Foerstner: I also think it would be nice if we could pay lodgers tax online some kind of digital way to pay lodgers' tax.

City Manager Whitehead: The city has purchased a program called iWOQ it's a city management software and it looks like it would accommodate all that. I'm in the beginning stages of trying to understand what all the process are. You can pay for business licenses, everything online so as I'm looking for ways to stretch the staff that we have that's an avenue I think we need to move to. We can try and do that. Angela and Katy have been great, I have been pushing them pretty hard on the website and we are adding a lot. For example, you can go see the current leak list. We are trying to work with in that structure to put that information so potentially we can add some of them but its still going to be a manual process for a minute.

Member DeMarino: Thank you for going electronically. I think you are going to get things far more paid for then before by making it easy.

City Manager Whitehead: I agree with you I think it need to be and the staff take the clerk's office it's just Katy and Angela right now so if a lot of those things could be available online. I would save their time of getting up and handing a form. We think there is some savings there, we just have to get it figured out. We are

6. COMMENTS FROM STAFF

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Member DeMarino: Thank you for going electronically. I think you are going to get things far more paid for then before by making it easy.

City Manager Whitehead: I agree with you I think it need to be and the staff take the clerk's office it's just Katy and Angela right now so if a lot of those things could be available online. I would save their time of getting up and handing a form. We think there is some savings there, we just have to get it figured out. I also wanted to share with you guys that we interview for the public information office this week. We ended up with 9 applicants probably 6 of them checked all the boxes on all the requirements. There were some really nice applicants so hopefully we get that moving online. My first intent with that person is website interaction, I want to make sure our website is telling those stories and of course dealing with tourism side of it as it looks like its coming out of lodger's tax.

Member DeMarino: Mainstreet is putting together a tourism website. We are putting together tourism for T or C, what we were asking the city to do was create a nice landing page for the city and then if they are tourist they click on visitor and that takes them to that website so you guys don't have to touch that and then all the city stuff would be you guys.

City Manager Whitehead: I spent some time looking at lots of communities' websites and ours. Sierra County has a good link and then the link that goes to all the events around the community it's a good site. When you hear you're not doing enough and then you go spend an hour looking at that website and you see your just not getting that out there enough somehow. That is where we are at. We are going through budget right now so we will have the budget all put together hopefully soon. On the 31st I have an all day with the staff to see and then April 3rd we are doing our full budget hearing. Again, I'm here primarily to support Katy and Angela, they are taking over and handling lodger's tax. I have committed to be a resource and help and understand as well so that they feel safe with what we need to do. Eventually I might not be coming to these meetings but it won't be right away.

Vice-Chairman Kelley: I do have a friend of mine who has an Airbnb and she has always been very good about paying her lodgers tax even before we had Airbnb collecting them. She has been asking for quit some time that the city make and arrangement with VRBO because a lot of these places are on both platforms most of them, I would even venture to guess. If they are booking through Airbnb, we are getting that lodgers tax if they are going through VRBO we are probably not getting. That's something I know she asked if she could come and talk in public comment.

Chairman Foerstner: I though all it took was for the city attorney to send them a letter letting them know it was an ordinance.

Vice- Chairman Kelley: Airbnb is fine its VRBO.

Chairman Foerstner: That's why I'm saying so that all we should have to do is send that letter to them.

City Manager Whitehead: I'll follow up, we will make notes and together we will follow up. We are missing on some aspects with Airbnb, but it sounds like we are more successful than not. The money is coming in. It sounds similar to your recipients of lodger's tax, it's not unreasonable for us to require that they report to the city. It's in the grant application it should be required that they give you 6-month report. It would be timely for it to come in prebudget so that you guys would have that. It's not unreasonable and I brough that up because Airbnb we have the same thing, we are thinking about asking when you come to do your business license we would like to see if you can give us your Airbnb report to tell us how much you contributed. I had one send me their report so I can see how Airbnb breaks it down for them then we might know. I asked the staff. I don't know what is relevant about us knowing who pays that lodgers tax like if it came from provided it was sufficient I don't know what that answer to that is yet.

Vice-Chairman Kelley: Then there is the additional 1% I guess the only way to do that is manually because Airbnb is not collecting that 1%.

Chairman Foerstner: They are not? Why is that?

Vice-Chairman Kelley: Its Airbnb on their end from what I understand.

Chairman Foerstner: Is that 1% going to stay. I thought that was to do the convention center when the Lee Belle Johnson Center went away.

Member DeMarino: It was established by Juan Fuentes and Steve Green as a tax that would pay for a tourism director. That was the original intent, that's how it was pitched to us verbally. When I went back and read through it was much more vague than that and could be used for running the convention center. But that was the intention of it. It's nice to get it cause its money coming in from out of town. Nobody is complaining about it, people aren't complaining about paying for it. The only real issue is it's not a pain to pay the city because you have to go in and figure it all out.

Chairman Foerstner: It does come out on a bill as a line item and people ask what that is, I get that a lot. But they see it as a loophole around the 5% state maximum. That's what it is, it's a loophole to charge more tax and what they big picture is that T or C has the highest tax, GRT and lodgers not that we have the 6%. I just thought it wasn't supposed to be a permanent thing. I thought it was supposed to be a temporary thing to pay for the convention center and not go on forever. Is it kept separately and spent separately.

City Manager Whitehead: According to the budget there is a line item for it.

Chairman Foerstner: Spent separately so its not part of the general fund.

City Manager Whitehead: That's correct. All the lodger's tax is in one fund, and it's separated out. We don't blend it, it's all in its own cash account. I have looked at all those accounts to see what is in there. I have not dug into the language on what that was for.

Chairman Foerstner: The hotels don't mind paying it. If we collect it, we pay it, but it does make an impact on the guest. The higher the taxes are the bigger the final price is and that can impact how many nights they stay, and what size room they rent. I'm just passing on as a hotelier that people do complain about our taxes.

City Manager Whitehead: The applicants that are looking for funding for projects is that done annually.

Chairman Foerstner: No, we stopped doing the whole annual budget thing where they come once a year. They come by project, so they come through out the year.

City Manager Whitehead: So, the one before us today was for the next fiscal year.

Vice-Chairman Kelley: No, this one they are going to spend it by the end of May.

Chairman Foerstner: These projects they will spend with in the fiscal year.

City Manager Whitehead: So, it works better for these programs to come through the year not just at the beginning?

Member DeMarino: Yes, it is working better and the reason being when we did the thing in the beginning of the year all the money got allocated. Then people would come up with amazing ideas after and there was nothing lodgers' tax could do to help them because they didn't ask at the beginning of the year. This is better because it comes about and what was happening with all the money in the beginning of the year it was being spent was well. This is really much more focused and effective than doing the whole blow at the beginning of the year.

Chairman Foerstner: Yes, we can be more scrutinizing with the applications, instead when we had them all in one meeting so they where super vague applications. Now we can really drill down and nitpick things if we need to. It was really tough the first couple years when we did them all at once.

Vice-Chairman Kelley: They only thing that we ask for funding for the whole year is for things like website hosting and billboards because that continuous month by month. I can think of anything else that we ask for that's annual. Maybe we won't have that many. I know the arts council and the veteran's museum will come back for the year.

City Manager Whitehead: I also want to extend to meet with either the chairman of the board or member one on one and tell me what we are doing what you would like to do or what I need to do. I

have asked all the chairs to meet with me before I change things that may or may not need to be changed.

Chairman Foerstner: One thing I would like to see that we get is a report each time of what lodgers' tax we have to give and what has been awarded some kind of report.

Vice-Chairman Kelley: We haven't seen a financial report in a long time.

Member DeMarino: We haven't seen one since Tammy left.

Chairman Foerstner: We know we have a lot of money, so we have been awarding but we don't really know how much.

Vice-Chairman Kelley: The way it used to be was that these organizations would get awarded and they would bring the invoices to the city then the city would pay them out of the lodger's tax fund it wasn't reimbursable, then they did away with that for procurement reasons. The issue that we run into the most is that these organizations have great big ideas, and they have no cash to spend the money to get reimbursed.

Member DeMarino: Especially new ones, they have never done it before they want to do but they don't have any money.

Vice-Chairman Kelley: That is an issue that we run into a lot. We would love for people to come in and ask for funds but when it comes down to it, they don't have the cash to put out to get reimbursed.

City Manager Whitehead: If we could set up something soon for us to meet one on one so we can go over all your ideas and we can figure out how to be more resourceful.

Chairman Foerstner: I good with it, I think Gina would great for that she is well knowledge with lodger's tax.

City Manager Whitehead: If after 5pm works best for you guys, I'm ok with that. Just give Johanna a call at the office and set up a time that works best for you so we can meet.

7. ADJOURNMENT

There being no further business, Chairman Foerstner adjourned the meeting.

PASSED AND APPROVED this 27th day of May 2025.

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Jake Foerstner, Chairman