**CITY OF TRUTH OR CONSEQUENCES**
**LODGERS TAX ADVISORY BOARD**
**TUESDAY, MAY 26, 2026**

**AGENDA**

**REGULAR MEETING**

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Tuesday, May 26, 2026 at 2:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

**CALL TO ORDER**

**ROLL CALL:**

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

1. **APPROVAL OF AGENDA**

2. **APPROVAL OF MINUTES:**
   a. Regular Meeting Minutes of March 23, 2026.

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

4. **NEW BUSINESS:**

   a. **Discussion/Update:** New Mexico Square and Round Dance Association. Joseph Solis
   b. **Discussion/Action:** Geronimo Trail Scenic Byway Website Hosting and Maintenance. Gina Kelley
   c. **Discussion/Action:** MainStreet- Truth or Consequences Desert Ultra. Becca Eza
   d. **Discussion/Update:** Artist of Sierra County Studio Tour 2025. Stacy Blum-Hay
   e. **Discussion/Action:** Sierra County Arts Council- Artist of Sierra County Tour 2026. Stacy Blum-Hay
   f. **Discussion/Action:** Sierra County Arts Council- Promoting T or C as an Art Destination. Pat Swan
   g. **Discussion/Action:** Veterans Memorial Park and Museum- Billboard Contract. Windy Barnes

5. **WORKSHOP**
   a. Lodgers Tax Guidelines. Deputy City Clerk Martinez

6. **COMMENTS FROM THE BOARD**

7. **COMMENTS FROM STAFF**

8. **ADJOURNMENT**

**CITY OF TRUTH OR CONSEQUENCES**
**LODGERS TAX ADVISORY BOARD**
**MINUTES**
**MONDAY, MARCH 23, 2026**

**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 23, 2026 at 12:00 pm.

**CALL TO ORDER:**

The meeting was called to order by Chairman Jake Foerstner.

**ROLL CALL:**

Jake Foerstner, Chairman Absent
Gina Kelley, Vice-Chairman
Linda DeMarino, Member Absent
Victoria Sena, Member
Jessica MacKenzie, Member Via Phone

**ALSO PRESENT:**

Katy Martinez, Deputy City Clerk
**Angela Torres, City Clerk**

1. **APPROVAL OF AGENDA:**

**Member Sena made a motion to approve the agenda with moving Items 4a and 4b after 4g.**
**Member MacKenzie seconded the motion.**
**Motion carried unanimously.**

2. **APPROVAL OF MINUTES:** Regular Meeting of January, 26 2026.

**Member MacKenzie made a motion to approve the minutes.**
**Member Sena seconded the motion.**
**Motion carried unanimously.**

3. **COMMENTS FROM THE PUBLIC:**

No Public Comment

4. **NEW BUSINESS:**

a. Discussion/Update: MainStreet-Truth or Consequences 2025 Annual Fiesta/Fall Fiesta Report
Item Moved after 4g

b. Discussion/Update: MainStreet - Truth or Consequences 2026 Annual Fiesta Report
Item moved after 4g

**c. Discussion/Action: Truth or Consequences and Sierra County Chamber of Commerce**

Chelsea Meece Chamber of Commerce Membership Manager: This idea came about because I had heard about a lack of tourism when the summer hits as far as some of the downtown businesses because it gets hot for the hot springs and those kinds of things. Working with the small business within the chamber I wanted to come up with an idea that could help not only support our chamber but also increase tourism to Truth or Consequences through out those hotter summer months. As well as add in some additional outside recreation of hiking and things of that nature. Realistically the idea behind this is to go somewhere like how Forrest Bin did his great treasure hunt through out the Rocky Mountains. He hid a treasure and thousands upon thousands of people tried to find that treasure. It took years for them to find it. That is not the goal for it to take years I would like for this to potentially be an annual event to increase every summer. The goal would be to go hide a golden turtle for the great Truth or Consequences and Sierra County tressure hunt and then people would go out hunt and find it. On a day somebody will go out to hunt realistically we would want them to come into town grab coffee, go to a couple shops, go out adventure and then be able to either find it and come back or they would go out multiple days to try and find the treasure. There is a lot more detail in the application that I gave to you. One thing I wanted to know is that since we where going back and forth on some of the budgeting pieces I do have an updated budget.

Vice-Chairman Kelley: Is it less?

Chelsea Meece Chamber of Commerce Membership Manager: I is a little less I didn't realize that we could only go until June when I wrote is so it is a bit less. I did include all of the numbers in the final one.

Vice-Chairman Kelley: It went up?

Chelsea Meece Chamber of Commerce Membership Manager: Originally the email marketing numbers weren't in that. The one from the packet so I cut that one in half.

Vice-Chairman Kelley: You added $834 for email marketing.

Chelsea Meece Chamber of Commerce Membership Manager: I was doing 6 months on there instead of the 3.

Vice-Chairman Kelley: Its still $800 more than the original.

Chelsea Meece Chamber of Commerce Membership Manager: The total amount yes but all of those numbers where included in the original one. I just didn't do the math correctly on that.

Vice-Chairman Kelley: Ok, anything else you would like to add?

Chelsea Meece Chamber of Commerce Membership Manager: Our small business in the area would be what are called clue holders or pit stops to encourage people to go and visit them to get individual clues. Lets say somebody goes to Ingo's Art Café they would have a specific clue there and it wouldn't be repeated at other businesses to where it would encourage the tourist to go to different businesses to collect more clues. Obviously somebody who has a higher competitive spirit I can see going to a bunch of them to try and collect the clues to try and find the treasure faster but outside of that the other thing I do want to mention is that it will be accessible for people so I will be hiding it. I only have a  wheel drive vehicle so everything will be drivable and it will have some kind of hike or activity in it. It wouldn't be handicap accessible necessarily because it does need to be a contest of skill to not fall into the raffle or gambling blur line. I do want it to be accessible and family friendly. I can see families going out and hiking to try and find it. Maybe even small groups of people who would make a trip out of it those kinds of things.

Destiny Mitchelle: I do want to add one more thing on this because when we were originally doing the budget we were budgeting for year round so the digital social media, graphic design and all that stuff that was based off for a year. We have to expense all this before June 1st so we would probably end up asking to cut those in half or a third and come back and ask for more in June or July. With that I would just suggest that we make some changes to that. That would decrease the actual budget that we are asking for this year. We decreased part of it to the 3 months but we did not decrease the social media and that stuff.

Vice-Chairman Kelley: So, the digital and social media boosting ads you are going to cut in half?

Destiny Mitchelle: I would cut item c in half. We would come back in the summer and ask for the other half. But we would also be able to say we have expended this much on that can we keep going with it based on the success rate.

Member Sena: How do you pick which business to put the clues in because we do have a lot of people that come to town that are very upset that a lot of them are closed. That gives them a disadvantage if they are coming here. Its really only an advantage for locals that can maybe catch them when they are open.

Chelsea Meece Chamber of Commerce Membership Manager: They would need to be chamber members to be clue holders or pit stops. We will also be marketing the individuals who are clue holders or pit stops where they will be a section on the website page where it list all of them and the business them selves will sign up for that opportunity. I want it to be worth their while as well so I am going to make sure that its something that they will actually be able to engage in.

Vice-Chairman Kelley: Its going to be chamber members for the whole chamber? Its not just going to be down town its going to be everybody?

Destiny Mitchelle:  Yes, its Sierra County Chambers. If you have a business that's part of Sierra County Chamber of Commerce. Its not just down town. Its open to anybody. We had originally talked about the business would give us kind of a sponsorship for it and they would get the clue. But I like Chelsea's idea of opening it up to members. Like Rebel Runner is open 7 days a week so she would obviously be one of those people. There are some that are only there during the week so it would just be open to whoever wants to put in an application or throw their name in the hat.

Member Sena: There is going to be one winner correct?

Chelsea Meece Chamber of Commerce Membership Manager: One winner.

Member Sena: That is good because I have done a scavenger hunt and one girl got all of it.

Destiny Mitchelle: This is just an idea but there is potential to do like second and third place prizes but there is only one turtle. Who ever brings us the turtle we give you $2,500 and your name is in the paper. Then we start again next year. But we can have other incentives. We have talked about that yet.

Chelsea Meece Chamber of Commerce Membership Manager: I can see some like who ever collects the most clues might get something. They would also have to be willing to share it on social media for that additional promotional point and obviously the tagging aspect of that.

Member Mackenzie: It sounds fun.

Vice-Chairman Kelley: It does. I have to admit that I have my doubts because you cant make it cooler in the summer. I think its worth a try. i don't want to want to be negative but lets set our expectations appropriately for summer. If this is any indication of what the weather is going to be like in the summer is going to be brutal.

Member Sena: I have seen this done. I have watched other people hunt these things in other towns. So, I know people do get out.

Destiny Mitchelle: I agree with Gina on the whole temperature thing and that was one of the things I told Chelsea. Yes we want to bring people here in the summer time but its so hot so why don't we extend this into the fall. If its not found this summer we bring it back. Let people know Timmy Tortugua is still out there come find him.

Member Sena: I think it is good to have something going on though in the slower months for down town.

Member MacKenzie made a motion to approve the amended amount of $6,359.00.
Member Sena seconded the motion.
Motion carried unanimously.

**d. Discussion/Action: New Mexico Square and Round Dance- Fiesta Square and Round Dance Festival 2026**

Destiny Mitchelle: Joey couldn't be here today. I was asked to help them put together an application and I told them the meeting would be on the 24th. My apologies.
This the 77th annual New Mexico Square and Round Dance competition. It's a 4 day competition here in Truth or Consequences at the civic center. They have lodging already set up for their guest. People have already been registered. It's a huge event. Joey has done all of the leg work in advance with his advertisement, printed flyer and reaching out. The only thing that they wanted to as for is a possible reimbursement of the rental facility of the Civic Center which will be a total of $450. They have a deposit on file of $200 since they do this as an annual event. They are asking if you would be able to cover their rental fees for the event because its is going to be a huge 4 day draw in May.

Vice-Chairman Kelley: I just want to let everybody know that we started funding things like infrastructure, things that were not marketing a couple years ago. The city had asked us to start doing that and I have had a

meeting with Manager Whitehead. Linda has also had a meeting with him, and this is kind of the direction he wants us to move in where we just don't do the marketing, but we do request like this one in addition to infrastructure. I personally know that there are a lot of people that come to town for this most of them are from out of town. It does bring a lot of people here and traditionally once Fiesta is over it dies down here. Getting people in here in May is great.

Member MacKenzie: I know this event brings lots of people to town. I think its great.

Member Sena made a motion to approve.
Member MacKenzie seconded the motion.
Motion carried unanimously.

**e. Discussion/Action: Sierra County Sheriff's Posse- Fiesta Rodeo**

Clerk Torres: Before they start, I wanted to let you know that when we did our budget City Manager Whitehead did put $5,000 aside for their event. I know the application says $7,500 but you will only need to approve $2,600.

Vice-Chairman Kelley: You are asking for an additional $2,600? I think we should be specific about what we are going to fund.

Member Sena: There $5,000 is going to infrastructure so that would mark out the bleacher repair.

Vice-Chairman Kelley: The bleachers and the porta potties.

Member Sena: What's the other $1,000?

Vice-Chairman Kelley: They got $1,000 for the Sentinel.

Member Sena: Everything else adds up to $2,600.

Vice-Chairman Kelley: We are funding all of the advertising except for the Sentinel because that is coming out of the $5,000.

Karen Chavez: We are doing 3 days this year instead of the 2.

Vice-Chairman Kelley: I do know that people come to town for this because they come to the visitor's center and say hello.

Member MacKenzie: I remember last year we had asked if there could be a possibility of having more food options. Was that addressed? Was there success in that?

Karen Chavez: We aren't adding more food options because that is one of our main money raisers, however we have upped the kitchen, the facilities in the kitchen and the staff in the kitchen to provide fast service. It went a lot faster last year. I wanted to let you guys know that the reason we are doing 3 days is the rodeo contractor that we contracted wanted to do 3 days because he thinks it will bring more contestants in also.

Sherry Farr: Most of the contestants are from out of town. We will have a few locals but most are from out of town.

Vice-Chairman Kelley: Do you provide them information on where to find lodging like a link to a website that shows all the lodging available?

Karen Chavez: We can put that on there.

Vice-Chairman Kelley: Just something that says for lodging options visit and then have the link to the tourism website that has all the lodging for the whole county in it.

Karen Chavez: I'm writing this down so we can remember it. What was the website?

Vice-Chairman Kelley: Sierracounty.info

Member MacKenzie: Will this be the entirety of the ask for the year or will there be other requests for funding?

Member Sena: Its already going to be Fiesta so if it was something else it would have to be another event that they would come back for. For Fiesta this is it.

Vice-Chairman Kelley: Its very last minute. Just make sure you get all your invoices in and paid by the end of May so you can get reimbursed by the city because they have a hard deadline.

Karen Chavez: We will do it. We did it last year.

Vice-Chairman Kelley: I thought you did but I just thought I'd remind you.

Member Sena: Do you have an estimated time of when your flyers are going to go out for this advertising?

Karen Chavez: We have already started putting some flyers out and there will be more going if it's not this week it will be the beginning of next week. For the out-of-town papers it will probably be 2 to 3 weeks ahead.

Member Sena: It looks like the only thing we took out was the facilities, Talon Septic and Sierra County Sentinel. Everything else had added up to $2,600.

Member Sena made a motion to approve.
Member MacKenzie seconded the motion.
Motion carried unanimously.

**f. Discussion/Action: Veterans Memorial Park & Museum Park Entrance Sign**

Wendy Barnes: I talked to Bo about the electricity. We know it's bad but how bad it is does it need to be replaced all the way back to the box or what is the case.

Maggie Allen: Our sign is totally dead Bo said there is no way. We have to get a new sign.

Wendy Barnes: That was the most expensive part of it. We did try to get some other bids, but it was unsuccessful. One of our local people was working on one but due to his medical problems he is unable to do it.

Maggie Allen: He said he would continue if we needed him to and if we didn't get the funding. It would be 2 or 3 months down the road. Our park is dark when you enter it though. Bo said on the electrical side there is nothing wrong. We need a new sign.

Wendy Barnes: It will be LED so it will be cheaper on electricity also. It is going to be bigger and brighter than the one we have there now. It will look different as well. We included a picture of it without application.

Vice-Chairman Kelley: Since I'm looking at the sign. When is the helicopter going to be installed?

Maggie Allen: We are at the tail end of it. On the 30th I will give them the rest of the money they are going to paint the rest of the helicopter. It won't take long. Doug, Gary and Bartoo are going to buy a trailer for it. No one has a trailer here not one that extends. It's going to be theirs but they are going to lend it to the park for us to mount it on there temporarily until we can go to the legislature to ask for funds to put it up. We are hoping by the end of May we can put it at the park.

Vice-Chairman Kelley: Good because I would hate to not have it there with this sign showing it.

Maggie Allen: It's going to be there. They said they would put it on there by the end of May.

Member Sena: I think a lit sign is important to detour vandalism on something super important. I think it's important its more than just a sign.

Member MacKenzie made a motion to approve.
Member Sena seconded the motion.
Motion carried unanimously.

**g. Discussion/Action: Selection of 3 Lodging facilities for the City Lodgers Tax Audit**

City Clerk Torres: We are starting our lodgers' tax audit again. We have to select 3 lodging facilities to be audited for this past fiscal year. In the past the city would pick them but since you guys are the lodger's tax board, we want you guys to go ahead and pick them.

Vice-Chairman Kelley: We did 6 last year, right? Let's take them out of the mix.

Member Sena made a motion to approve Pricky Pear Cottage, Indian Springs and Robert Ruston AirBnB for the City Lodgers Tax Audit as selected by a random generator.
Member MacKenzie seconded the motion.
Motion carried unanimously.

**a. Discussion/Update: MainStreet-Truth or Consequences 2025 Annual Fiesta/Fall Fiesta Report**

Destiny Mitchelle: The 75th anniversary was fantastic. We had record numbers. I have never seen more people in the Bank of the Southwest parking lot as during Metalachi that night. Standing room only around the street was awesome. Vendors reported high sales, music was a hit and everything was great. Steve Stucker was amazing. There was lots of great positive energy. Moving into 2026 I have stepped aside as coordinator. Alison Hayes is our Fiesta coordinator. We have subcommittee coordinators. We have a really great team moving forward for 2026 Fiesta.

Vice-Chairman Kelley: It looks like you only did the demographics during Metalachi.

Destiny Mitchelle: It was hard because Becca was on the merch tent the whole time, but we didn't really have any type of tracking. Our basic one was last minute was to get everyone to sign up for the camper give away from 98.7 Adams Radio. As they came through into Metalachi we made them fill out their name and where they were from. We collected all that info and put it together to give a basis of where people came from. It's not nearly as intensive as the visitor center log-in sheet but we got an understanding of where people came from. I want to say that having that major headliner was a huge draw from around the local communities and if lodgers' tax can be utilized for that again I would highly recommend it. I also want to point out that our response to digital marketing was very impressive. We got the carnival because of the radio. The radio paid for itself to me in the sense that the carnival from Las Cruces heard it on the radio and said I want to come do your thing and they are coming back this year. Radio was great for that. Digital advertising was good. We had a face painter come all the way from Phoenix because she saw it on a Facebook ad. I think moving more towards digital marketing is really going to help us get it out there. Printing for locals it's ok and even a couple of the local papers. We are still going to use The Ink in Las Cruces because that is where we get a lot of that younger generation. They saw it in that magazine and they want to come. Social and digital media is the way to go from now on.

**b. Discussion/Update: MainStreet - Truth or Consequences 2026 Annual Fiesta Report**

Destiny Mitchelle: Tony Kakias is our music director this year. He is in the process of solidifying all the bands. He has a mix of local and out of town like Las Cruces and Socorro. We don't have a specific headliner for Saturday because the Sheriff's Posse Rodeo is Saturday night and they have Tudy and the Silver Bullet Band, so we don't want to do a huge thing where we are going to compete with them. I know Burt Furgeson, Tequlia Night, Pint in a Half, Santana Garcia and the local choir and band. We have a whole kind of mashup. Sid Masters and the Swing Writters are going to come back and run the stage for all 3 days. We have him out in there for that. Going into the actual budget of 2026 for Lodgers Tax we scaled it way back from last year where we had tons of save the date merchandise. Of course last year we had a jump on it we were starting in December this year we are starting late so basically its only what we are going to be handing out the weeks prior to the event, flyers that we put up around town and then the actual printed schedules that we are going to handout that weekend. We will have a couple of posters and banners we are not going all out. Last year I think we did 20 banners and that is another fiasco. As far as printed materials go t-shirts for staff, our stickers and tattoos were out of control, everybody loved those we would like to do that again. We have put in for printed, digital, newspaper ads and radio. Last year we did radio with Albuquerque, Bravo Mic and Adams. This year we are just going to stick with Adams. The Albuquerque one I don't think it was that big of a hit. We have local advertising and we want to still do our 4 newspapers. New Mexico Magazine reached out to us last week they are going to do something for T or C Fiesta. I sent them a press release last week. We haven't even paid them anything for that they just decided to do that for us. Graphic design we have it split up into different sections. As you guys know Mo is no longer with Fiesta. He has helped us a little bit here and there but he's not really doing much so when we went back and looked to the table of what Mo did for us it would take us 4 different people to do what he did. We have split it up, so we have someone handling the flyer

creation and graphic design. We have somebody doing social media posting and boosting. We have someone helping us with distribution of the material. We have it all kind of figured out of where we are going to go. Ruana had been great with the website. For professional photography we didn't really get what we wanted last year. We got a couple of google drives full of photographs, but nothing was really edited or put together so we definitely are interested in doing professional photography but with somebody that can give us the desired results we want. Under facilities is what City Manager Whitehead has broken it down for.

Vice-Chairman Kelley: You already got all your stuff. What else do you need?

Destiny Mitchelle: He basically set us aside the $25,000 for marketing $25,000 for facilities and said to separate them out that way. For marketing we are up to $22,783 and for facilities we are up to $19,350 but that included things that where never included before such as the stage rental, paying our stagehands and we have done a potential vending license for the T or C Brewing. Facility rental because we have to pay rent to Ralph Edwards Park and Healing Waters Plaza and all that so City Manager Whitehead to put those rental fees there as well to come out of the facility side so that way the city still gets paid and we have a little bit of wiggle room for it. Basically, what he told us to do was to put this together of what we want to spend bring it to you guys ask if you guys have any suggestions, questions, or anything you think might work better. We will take your information into account. Otherwise, he said as a courtesy to show you what we would like to do with funding and if you guys have any issues just let us know.

Vice-Chairman Kelley: I don't have any issues.

Destiny Mitchelle: I will have to say that as you mentioned before people come to you and then they don't have the money. I can tell you that last year alone Fiesta spent and recuperated that $50,000. The year before that was $25,000 and before that it was $20,000. If one organization can do it, it's this one. At least we are spending the money and getting it reimbursed and it's not reverting back repeatedly. We did revert about $4,000 of Fall Fiesta because we didn't have time to do the printed adds.

Vice-Chairman Kelley: It's in your Subrecipient Grant so when you do your subrecipient invoice you need to break it out.

Becca Eza: We need to get clarifications for City Manager Whitehead.

Vice-Chairman Kelley: That's what my understanding is. They want you to break out when you do your subrecipient grant invoice for the quarter you break out what you spent on Fiesta.

Becca Eza: I'm preparing to submit the subrecipient invoice. It's due in the middle of April.

Vice-Chairman Kelley: Your right and you haven't spent anything yet.

Becca Eza: We are going to need to submit for reimbursement when we get our first set of expenses.

Vice-Chairman Kelley: Right because the quarterly is not due till July. Good point.

Destiny Mitchelle: Right now, we have about $28,000 in the account and we are requesting about $45,000 so we are going to have to do an initial reimbursement request in the next couple of weeks turn around get that paid in and do the last one at the end of May.

Vice-Chairman Kelley: Ok just as long as you are staying in touch with our clerks.

Destiny Mitchelle: If we have to a subrecipient report in May for that second one we can do that.

City Clerk Torres: I think that will work better. Your agreement is already signed and approved so you can just submit that. I think it will work better that way.

Member Sena: Are the vending spots going switch up a little bit? I know last year the people in the back weren't in good spots.

Destiny Mitchelle: The way I had envisioned it was that you would have people underneath the arches and then you would have a walk and the other group facing the other. When people started setting up they set facing outwards so then I had a double row. We have the vendors under the arches and then we are going to make about 12 to 20 feet and then have the line for the others.

Member Sena: The ones under the arches will be the ones with electric?

Destiny Mitchelle: That one will be electric yes.

Vice-Chairman Kelley: The vendors will have their backs to the stage area?

Destiny Mitchelle: In a section. It's going to depend on how many vendors we have.

Member Sena: For vending purposes it's better that way even though you can't see the music, but it just has to be its own entity.

Destiny Mitchelle: We are in negotiation with the Brewery and the beer garden because we have to set up a section where the bleachers have to be outside of the beer garden so you can have kids that can go there. It's a logistical nightmare but we are working on it. We did take the suggestions, and we went through debrief from Fiesta last year especially on the design of it. Allison, our new coordinator, has done vending, that is what she primarily does is vending festivals so is going to bring that. I will bring the map, and we will make it work. We did take into consideration all of the complaints from the vendors and the food trucks. Where I wanted to put food trucks is not where there was electric, so we have to figure that out.

**5. WORKSHOP:**

a. Lodgers Tax Guidelines

City Clerk Torres: Katy and I wanted to do some updates to it since our office now takes care of it. You will see highlighted sections where we updated the language in there. One of the other things we have had conversations about is the branding logo for Lodgers Tax. I think people get kind of confused and we have to talked with our PIO and we want this to be our branding logo for things that are allocated through Lodgers Tax for tourism which is separate from our city as a whole and a government. That is why we want to have it in the guidelines so it can be clear that this is what we are going to use and this is what we want them to use. We did

add that. City Manager Whitehead does have some updates that he is going to want to make. He hasn't had a chance to get it. I just wanted you guys to look over and see if this is how you want it, if there are any changes you want to make and then we will bring it back hopefully at the next meeting in May. We want to get this adopted before the next fiscal year because we want them to go with the new contracts.

Vice-Chairman Kelley: Those are easy changes.

City Clerk Torres: If you guys will go over it whenever you have time and if there is anything you want to change or add just let us know. At the next meeting we will bring back the one that has any changes that Manager Whitehead makes as well.

Vice-Chairman Kelley: I like that you put in here "can not request an increase in budget".

## 6.REPORTS FROM THE BOARD:

**No reports from the Board**

## 7. REPORTS FROM STAFF:

Deputy Clerk Martinez: I included a letter from the Museum in your packet. They have finished the mural and wanted to give you guys a quick update. They were unable to attend the meeting today. They will be coming to the meeting in May to give you guys a full report.

Vice-Chairman Kelley: They did do a new Facebook page, and they are doing a good job with I did see that.

Member Sena: Did they put a hashtag on it?

Vice-Chairman Kelley: They used a bunch of them not good.

Deputy Clerk Martinez: I have seen them on the Facebook page. But we did state in their contract that they had to have updated post on the Facebook page and the hashtag on the mural because I believe that is what you guys wanted.

Member Sena: Yes, because as a social person when you see that hashtag and you type it in then you see everything.

Deputy Clerk Martinez: That is the only thing I haven't seen on it.

Member Sena: I will go look at it. I have to go that way. That is super important though so that if you see that you can see what everyone else is hash tagging and usually it's really good if you click on the hashtag just to see where the city is. If they love that mural they click on the hashtag and it lets them know it's in Truth or Consequences New Mexico and then they plan a trip there. That's like importance of a hashtag so I do think it's important that it's physically on the mural but also on the post.

Deputy Clerk Martinez: I know in their post they have been using 3 different hashtags.

Vice-Chairman Kelley: I'm meeting with Sandy to help them get their Instagram page set up.

Member Sena: I know it's not the pretty's thing on a mural but its effective.

Deputy Clerk Martinez: We will let them know that they need to pick at least one of the ones that they are using.

Member Sena: Or if they could create a whole new one that is specific to the Mural, but the whole point is that they click on it and see everything.

Vice-Chairman Kelley: Where would they put it?

Member Sena: They were supposed to figure that out when they designed it.

Vice-Chairman Kelley: Maybe put it by the dinosaur or something.

Member Sena: They can maybe put it on the cowboy's hat or something. People know hashtags are a social thing, so they are going to understand. People that know hashtags will know what they mean. If they take a picture standing in front of the mural or around town, they will use that some hashtag because they know how hashtags are used. If they are not going to put it on the mural, then they can make a plaque and put that on it.

City Clerk Torres: We will call them and let them know.

Member Sena: I would give them that option. They would have to pay for a plaque now. I think I might even look better with a plaque because over time it will age and you can't read it but do think it has to be on there somewhere.

Vice-Chairman Kelley: How big of a plaque would it have to be?

Member Sena: To visibly see it it's going to have to be pretty big because you're not going to be looking for something tiny. You will miss the whole thing completely. We didn't tell them how big it had to be either but if they come in and have the chance.

Vice-Chairman Kelley: Maybe they can put it down on Ralphs shoulder somewhere.

Member Sena: Hash tags are a bit of an eye sore, but they are worth it.

**8. ADJOURNMENT:**

**There being no further business to come before the Lodgers Tax Advisory Board, Vice-Chairman Kelley adjourned the meeting at 1:05 pm.**

**PASSED AND APPROVED ON THIS 2th DAY OF MAY 2026.**

_____

**Jake Foerstner, Chairman**
Lodgers Tax Advisory Board

**LODGERS' TAX**
**QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: New Mexico Square & Round Dance Festival

THREE MONTH PERIOD OF REPORT: _____ (mm/dd/yy) TO FY 25/26 (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
**(If no work has been done, explain why work has not begun.)**

NMSRDA Festival May 14-17 2026

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

| ITEMS(S) | AMOUNT |
|---|---|
| Hall Rent | $ 450.00 |
| | $ |
| | $ |
| | $ |
| | $ |
| NM GRT | $ (if applicable) |
| **TOTAL** | $ ***0.00*** |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| TASK | ANTICIPATED COMPLETION DATE |
|---|---|
| NMSRDA Festival | May 17 - 2026 |
| | |
| | |

Joseph Solis
SIGNATURE

505-804-3842
CONTACT PHONE NUMBER

05/30/26
DATE

Rev. 3/2015

# City of Truth or Consequences
## Ralph Edwards Civic Center Rental Agreement
## 400 W. 4TH Avenue, Truth or Consequences, NM 87901

For booking information, please contact the City Clerk's Office
at (575) 894-6673 or by email at: torcclerk@torcnm.org

Description of Event: NM State Square Dance Festival

Responsible Party/Contact (Printed): Joseph Solis

Name of Organization: NMSRDA

Phone #: 505-804-3842 Email: JSOLIS@ENTELCOMM.COM

Contact Address (where deposit refund will be mailed):

517 Lakeshore Drive PO Box 1157 E. B. NM. 87925
Street/PO Box City State/Zip

**Please complete the following information using one section for each day of your event.**

- ◊ **The sound system, projector, and screen are only available in the auditorium.**
- ◊ **Times include set up and tear down, which is the responsibility of the renter.**
- ◊ **Hours of availability are 7am – Midnight.**

**Date & Time of Event:**

**Date:** 5/14/26 **Time:** 5:00 AM / (PM) **To:** 8:30 AM (PM)

**Please choose which area you would like to rent:**

Auditorium: ✓ Red Room: _____ Green Room: _____

Sound System: YES: _____ NO: ✓ Projector & Screen: YES: _____ NO: ✓

Will alcohol will be served at event? YES: _____ NO: ✓

**Please choose one of the following:**

Private Party No Kitchen:

1-4 Hours: ✓ 4-8 Hours: _____ Over 8 Hours: _____

Private Party With Kitchen (all times): _____

**Date & Time of Event:**

**Date:** 5/15/26 **Time:** 2:30 AM / (PM) **To:** 9:30 AM (PM)

**Please choose which area you would like to rent:**

Auditorium: ✓ Red Room: _____ Green Room: _____

Sound System: YES: _____ NO: ✓ Projector & Screen: YES: _____ NO: ✓

Will alcohol will be served at event? YES: _____ NO: ✓

**Please choose one of the following:**

Private Party No Kitchen:

1-4 Hours: _____ 4-8 Hours: ✓ Over 8 Hours: _____

Private Party with Kitchen (all times): _____

**Date & Time of Event:**

**Date:** 5/16/26 **Time:** 8:00 AM / (PM) **To:** 10:30 AM (PM)

**Please choose which area you would like to rent:**

Auditorium: ✓ Red Room: _____ Green Room: _____

Sound System: YES: _____ NO: ✓ Projector & Screen: YES: _____ NO: ✓

Will alcohol will be served at event? YES: _____ NO: _____

**Please choose one of the following:**

Private Party No Kitchen:

1-4 Hours: _____ 4-8 Hours: _____ Over 8 Hours: ✓

Private Party with Kitchen (all times): _____

**Date & Time of Event:**

**Date:** 5/17/26 **Time:** 9:00 (AM) / PM **To:** 12:0 AM / (PM)

**Please choose which area you would like to rent:**

Auditorium: ✓ Red Room: _____ Green Room: _____

Sound System: YES: _____ NO: ✓ Projector & Screen: YES: _____ NO: ✓

Will alcohol will be served at event? YES: _____ NO: ✓

**Please choose one of the following:**

Private Party No Kitchen:

1-4 Hours: ✓ 4-8 Hours: _____ Over 8 Hours: _____

Private Party with Kitchen (all times): _____

**Date & Time of Event:**

**Date:** _____ **Time:** _____ AM / PM **To:** _____ AM / PM

**Please choose which area you would like to rent:**

Auditorium: _____ Red Room: _____ Green Room: _____

Sound System: YES: _____ NO: _____ Projector & Screen: YES: _____ NO: _____

Will alcohol will be served at event? YES: _____ NO: _____

**Please choose one of the following:**

Private Party No Kitchen:

1-4 Hours: _____ 4-8 Hours: _____ Over 8 Hours: _____

Private Party with Kitchen (all times): _____

# CIVIC CENTER RATES

| FACILITY USE: | Fees: |
|---|---|
| 1-4 Hours Private Party No Kitchen | $75 ✓ |
| 4-8 Hours Private Party No Kitchen | $100 ✓ |
| Over 8 Hours Private Party No Kitchen | $200 ✓ |
| Private Party with Kitchen (all times) | $300 |
| Meeting Rooms (Red OR Green Room) | $30 / hour |

| CIVIC CENTER DEPOSITS: | |
|---|---|
| Security Deposit (All times NO alcohol served) | $250 ✓ |
| Security Deposit (when alcohol is being served) | $400 |

| ADDITIONAL SECURITY DEPOSITS: | |
|---|---|
| Key Deposit | $200 |
| Sound System Deposit | $50 |
| Screen Deposit | $50 |
| Projector Deposit | $50 |

No alcoholic beverages are permitted in the venue unless served by a vendor with a "picnic license".

The security deposit will be deposited in a city account, and will be refunded after the event, if the venue has not been damaged, and has been cleaned to the satisfaction of the city. If the amount of deposit is greater than the cost of cleaning or damage, the difference will be refunded. If the cost or damage is greater than the amount of deposit, the renter will be charged accordingly.

**RENTAL FEE TOTAL:** $ 450.00 Payment Method: Ck #2097

Date Received: 4/10/2026 Receipt Number: R0042175 5

**DEPOSITS:**

Civic Center: 250.00 Sound System: _____ Screen: _____

Projector: _____ Keys: _____

**DEPOSIT TOTAL:** 250.00 Payment Method: _____

Date Received: on file Receipt Number: _____

**RENTAL CRITERIA:**

- The rental agreement must be submitted to the City Clerk's Office at the time of scheduling.
- To reserve the event, the amount of security deposit is due at the time the rental agreement is issued.
- All rental fees must be paid in full no later than 48 hours prior to the event.
- We need at least a 48-hour notice prior to any scheduled event.
- Cancellations must be made within 48 hours of event, or the security deposit will be imposed.
- If alcohol is served without meeting the requirements of being served by a vendor with a "picnic license", the city has the right to terminate the event and contact the appropriate authorities. Additionally, if these requirements are not met, this may result in fines imposed by the state and will result in the cancellation of the event.
- TULIP Insurance may be required for scheduled events.
- The client agrees to Hold Harmless the City of Truth or Consequences for any and all damages, including theft and disappearance of any and all equipment (owned or leased) by the Client. The City of Truth or Consequences does not assume any responsibility for damages or loss of any personal property left in the venue, parking or public areas.
- It should be noted that the Civic Center is utilized for senior activities Monday-Friday, 7:00 a.m. to 3:00 p.m. (except on major holidays).
- All senior activities during the designated time frame are free of charge. However, a rental agreement is required for each senior activity event.
- Paid events may be scheduled within the designated time frame of senior activities. If a paid event is scheduled within the designated time frame, proper notice will be posted on the Civic Center bulletin board.

**Note: The City Manager may impose other use regulations as he/she may deem necessary, as long as those regulations do not subvert the intent of this policy.**

---

**City Code Section 8-118 Selling or Drinking of Alcohol in Public Places.**

It is unlawful to sell, serve, furnish, or permit the drinking or consumption of alcoholic beverages, as defined in NMSA 1978, § 60-3A-1 et seq., or to drink any alcoholic beverage in any public place or private club, or key club, whether operated for profit or not, except establishments having a license to dispense such beverages by the owner, operator, lessee, or proprietor thereof. No alcohol Beverages are permitted in the Facility unless served by a vendor with a "special dispenser's license." I acknowledge the City's Code for Selling or Drinking of Alcohol in Public Places.

---

**I have read and understand all of the terms and conditions in this rental agreement and will abide by them. I further understand that events scheduled in the Civic Center become public information and will be posted on the Civic Center calendar.**

**I hereby certify that the foregoing information is true and correct. I acknowledge that I personally and any organization that I represent may be liable for any loss or damages incurred by the City as a consequence of any incorrect statement made in this agreement or any failure to comply with the terms stated herein.**

**Responsible Party Signature:** Joseph Solis **Date:** 2/24/25

**Accepted By:** Jessica Serna **Date:** 2/24/2025

**Date Keys Received:** _____ **Date Keys Returned:** _____

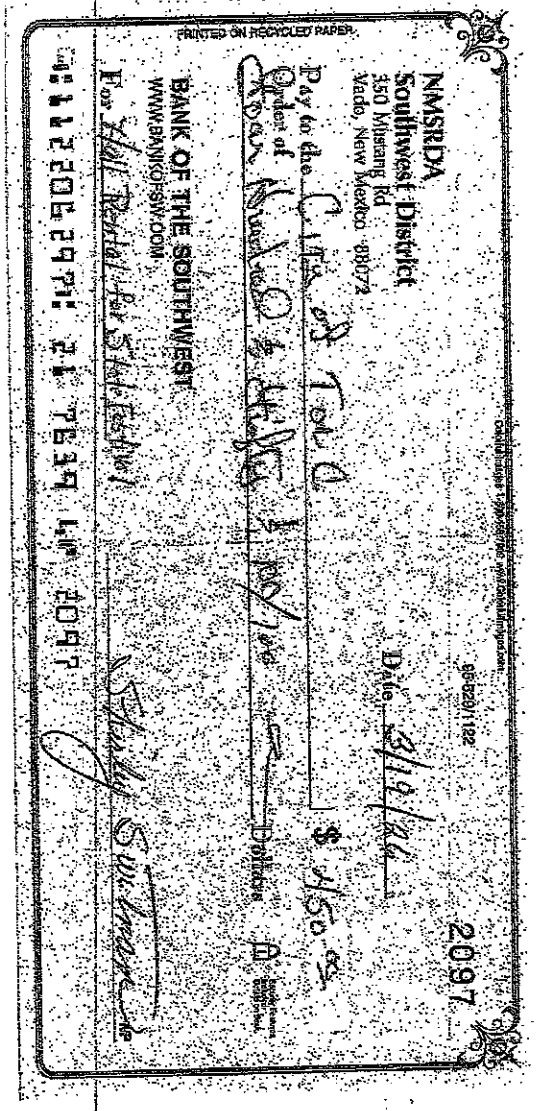
For Use by City Staff Only:

Amount of Refund: _____ Voucher #: _____

Deposit Only ____ Full Refund for Cancellation ____ Other ____ (detail below)

Notes: _____

City Clerk Staff Signature: _____ Date: _____




CITY OF TRUTH OR CONSEQUENCES
505 Sims St
Truth or Consequences, NM 87901

---

DATE : 4/10/2026 11:28 AM
OPER : SM
TKBY : SM
TERM : 4
REC# : R00421755

---

| | |
|---|---|
| RENTP RENT OF PUBLIC FACILITIES | 450.00 |
| NM STATE SQUARE DANCE FESTIVAL | |
| 5-14/17- | |
| 101-1099-34348 -450.00 | |

Check 450.00 REF:2097

| | |
|---|---|
| APPLIED | 450.00 |
| TENDERED | 450.00 |
| CHANGE | 0.00 |

# 2026-2027 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<br>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:**<br>**(Must match application page 4)** | **$600** |
| Anticipated Attendance (not including volunteers/staff): | 5000 estimated users |

## 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":

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)? 1060 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 K Kelley

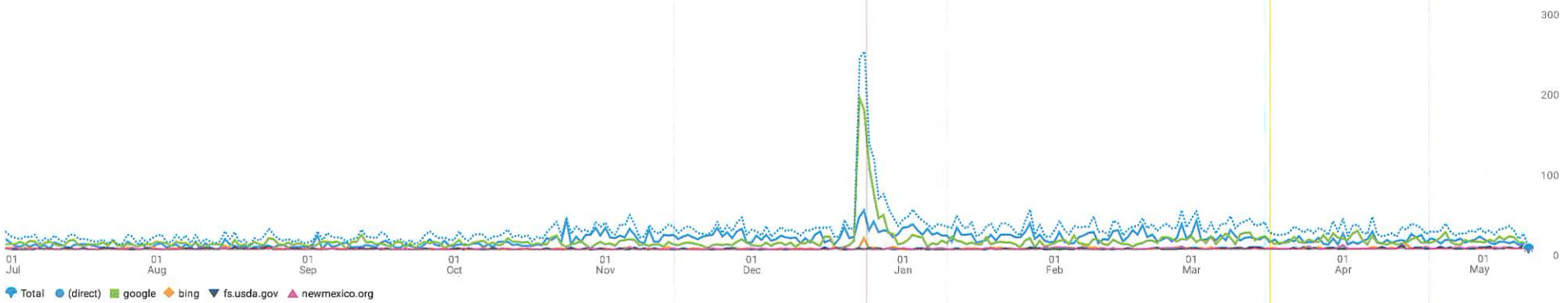
Date: 5/11/2026

# Traffic acquisition: Session source

Add filter

Sessions by Session source over time

Day




Plot rows | Search...

Rows per page: 10 | Go to: 1 | 1-10 of 68

| | | Session source | Sessions | Engaged sessions | Engagement rate | Average engagement time per session | Events per session | Event count All events | Key events All events | Session key event rate All events | Total revenue |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ☑ | | Total | 7,535 100% of total | 2,750 100% of total | 36.5% Avg 0% | 44s Avg 0% | 4.32 Avg 0% | 32,519 100% of total | 0.00 | 0% | $0.00 |
| ☑ | 1 | (direct) | 3,585 (47.58%) | 578 (21.02%) | 16.12% | 12s | 3.64 | 13,050 (40.13%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 2 | google | 3,274 (43.45%) | 1,767 (64.25%) | 53.97% | 57s | 4.23 | 13,864 (42.63%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 3 | bing | 171 (2.27%) | 123 (4.47%) | 71.93% | 1m 40s | 5.20 | 889 (2.73%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 4 | fs.usda.gov | 124 (1.65%) | 82 (2.98%) | 66.13% | 1m 11s | 4.80 | 595 (1.83%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 5 | newmexico.org | 79 (1.05%) | 47 (1.71%) | 59.49% | 1m 50s | 4.90 | 387 (1.19%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 6 | duckduckgo | 64 (0.85%) | 40 (1.45%) | 62.5% | 1m 16s | 5.33 | 341 (1.05%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 7 | yahoo | 52 (0.69%) | 38 (1.38%) | 73.08% | 2m 36s | 4.73 | 246 (0.76%) | 0.00 (–) | 0% | $0.00 (–) |
| | 8 | (not set) ⚠ | 49 (0.65%) | 0 (0%) | 0% | 13m 36s | 48.12 | 2,358 (7.25%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 9 | chatgpt.com | 15 (0.2%) | 5 (0.18%) | 33.33% | 13s | 3.60 | 54 (0.17%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 10 | mygrandcanyonpark.com | 14 (0.19%) | 9 (0.33%) | 64.29% | 2m 02s | 6.79 | 95 (0.29%) | 0.00 (–) | 0% | $0.00 (–) |

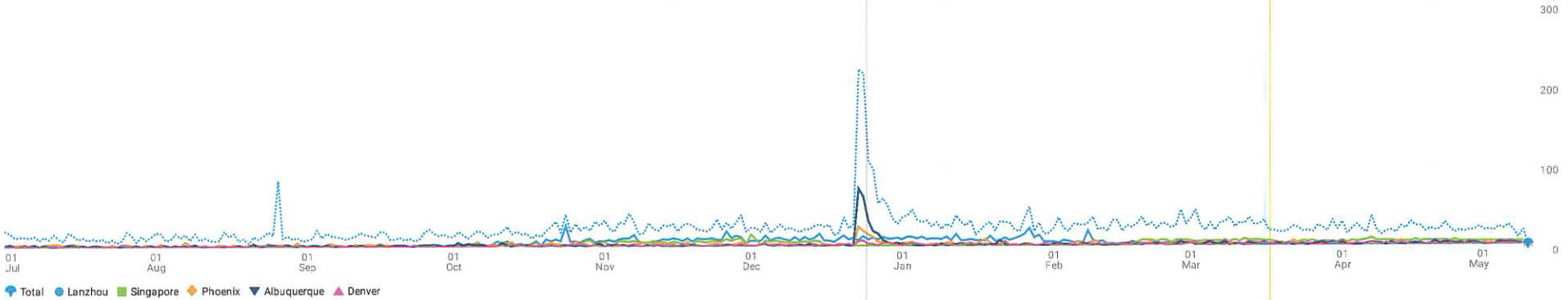
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# Demographic details: City

Add filter

Active users by City over time

Day




Plot rows Search...

Rows per page: 10 Go to: 1 1-10 of 1222

| | | City | Active users | New users | Engaged sessions | Engagement rate | Engaged sessions per active user | Average engagement time per active user | Event count All events | Key events All events | User key event rate All events | Total revenue |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ☑ | | Total | 6,813 100% of total | 6,782 100% of total | 2,750 100% of total | 36.5% Avg 0% | 0.40 Avg 0% | 48s Avg 0% | 32,519 100% of total | 0.00 | 0% | $0.00 |
| ☑ | 1 | Lanzhou | 1,074 (15.76%) | 1,068 (15.75%) | 6 (0.22%) | 0.56% | <0.01 | 0s | 3,279 (10.08%) | 0.00 (–) | 0% | $0.00 (–) |
| | 2 | (not set) | 987 (14.49%) | 940 (13.86%) | 208 (7.56%) | 20.9% | 0.21 | 26s | 3,988 (12.26%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 3 | Singapore | 667 (9.79%) | 381 (5.62%) | 7 (0.25%) | 1.05% | 0.01 | 1s | 1,438 (4.42%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 4 | Phoenix | 529 (7.76%) | 493 (7.27%) | 321 (11.67%) | 52.45% | 0.61 | 1m 01s | 2,476 (7.61%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 5 | Albuquerque | 447 (6.56%) | 437 (6.44%) | 286 (10.4%) | 49.91% | 0.64 | 1m 19s | 2,365 (7.27%) | 0.00 (–) | 0% | $0.00 (–) |
| ☑ | 6 | Denver | 163 (2.39%) | 148 (2.18%) | 112 (4.07%) | 58.33% | 0.69 | 1m 11s | 788 (2.42%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 7 | Columbus | 151 (2.22%) | 151 (2.23%) | 6 (0.22%) | 3.97% | 0.04 | 1s | 464 (1.43%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 8 | Los Angeles | 107 (1.57%) | 104 (1.53%) | 60 (2.18%) | 45.11% | 0.56 | 51s | 501 (1.54%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 9 | Dallas | 101 (1.48%) | 97 (1.43%) | 64 (2.33%) | 51.2% | 0.63 | 51s | 520 (1.6%) | 0.00 (–) | 0% | $0.00 (–) |
| ☐ | 10 | Englewood | 93 (1.37%) | 86 (1.27%) | 48 (1.75%) | 43.64% | 0.52 | 59s | 411 (1.26%) | 0.00 (–) | 0% | $0.00 (–) |

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# 2026-2027 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 14, 2026 |
| Event Organizer & Title within Organization (if applicable) | Becca Eza (Sponsor Coordinator and Volunteer Coordinator; MainStreet T or C Executive Director)<br><br>John Masterson (Race Director) |
| Phone Number of Organizer | Becca - 828-980-8229<br><br>John - 575-297-9797 |
| Email of Organizer | becca@runtorc.com<br><br>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:**<br>**(Must match application page 4)** | **$5,650** |
| Anticipated Attendance (not including volunteers/staff): | 200 |

## PART 3: CRITERIA

Was this project/event funded in 2025-2026? Circle one: **Yes**

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

Each of the last 5 years. This year will be the 6th annual event.

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. Two years ago, thanks to Lodgers' Tax funding, 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 continue using the 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 and digital ads to regional trail running enthusiasts. In the past 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, Alabama, 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 design and print small flyers to place in running stores and outdoor outfitters across the region, and hopefully send to other regional races.

We are also requesting some funding to advertise at the nearby military bases. Last year we placed digital ads on Hollomon AFB at the bowling alley and movie theater - however, due to delays with our graphic designer, the ads went out later than intended, AND the timing coincided with a government shutdown (making it less likely for service members to want to spend money on race registration, when they were not receiving a paycheck). Over the past years we have had a few runners from the base, but we think we could bring in more, as the base is home to many active, fit people who are looking for things to do in the area.

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 will also advertise at Hollomon Air Force Base in Alamogordo. 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 this year are limited to flyers - 90+% 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.

We will add 1-2 specific questions to the registration form that ALL runners must answer to register - "How did you hear about this race?", and possibly something about the number of people likely to be in their party and number of nights in T or C.

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)? _346 __ Instagram followers? __103___

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 are working on forming a T or C/Sierra County 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 | $750 |
| Race flyers | Flyers to be distributed to regional outfitters/running stores, tourism info locations, and sent to regional races | $200 |
| Sentinel | Local Newspaper Promotion | $350 |
| Talon | Port – A - Potties | $250 |
| To be confirmed | Graphic Design for adverts - flyers, Hollomon AFB ads; sponsor banner and shirt layout | $400 |
| MorningStar Sports | T – Shirts | $1,750 |
| Race photographers: Lobo Photo NM | Photography (plus bonus social media cross promotion with other events) | $1,250 |
| Hollomon AFB | Bowling monitors and movie theater previews (3 months each) | $700 |
| **TOTAL AMOUNT REQUESTED: Must match page 1.** | | $5,650 |

## 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 of MainStreet T or C

Signature: _____

Date: 5/13/2026

Artists of Sierra County STUDIO TOUR 2025

November 1-2, 2025
Sierra County, New Mexico
**37 Artists • 29 Studios**

AoSC-StudioTour.com | @AoSC_StudioTour | Facebook/Artists of Sierra County Studio Tour

# 2025 | Post-Event Report

## EVENT OVERVIEW

The **2nd Annual Artists of Sierra County Studio Tour** took place November 1–2, 2025, bringing together **37 talented local artists** across **29 studios** in four communities. Visitors enjoyed a firsthand look at the creativity thriving right here in our county.

### FUNDING & SUPPORT

The tour ran on a total budget of **$7,053**, supported by:

- $4,423 from the Truth or Consequences Lodgers' Tax Board
- $2,000 from the Sierra County Arts Council (our fiduciary partner)
- $630 from artist entry fees

Generous donations of venues and supplies, along with countless volunteer hours in organization, design, and administration, helped make the event a success.

### ATTENDANCE

Visitors signed in at each tour stop, logging over **350 individual visits**. Attendees explored anywhere from 2 to 15 studios. While these numbers are promising, we're excited to grow participation even more in 2026!

Attendee breakdown by location:

Albuquerque, NM - 14
Bosque Farms, NM - 2
Boulder, CO - 1
Caballo, NM - 1
Castle Rock, WA - 1
Cochiti Lake, NM - 1
Crestone, CO - 2
Cuba, NM - 2
Cuchillo, NM - 4
Deming, NM - 2
Denver, CO - 4
El Paso, TX - 5
Elephant Butte, NM - 21
Evergreen, CO - 2
GA - 1
Grants Pass, OR - 1
Grants, NM - 2
Gustavus, AK - 1
Half Moon Bay, CA - 1
High Rolls, NM - 1
Hillsboro, NM - 13
Houston, TX - 2
Jemez Springs, NM - 2
Kansas City, MO - 2
Kingston, NM - 3
Las Cruces, NM - 10
Las Vegas, NM - 1
Lenoir, NC - 2
Los Angeles, CA - 1
Manistee, MI - 1
Monticello, NM - 4
NM - 1
Page, AZ - 1
Pecos, NM - 2
Pena Blanca, NM - 2
Phoenix, AZ - 3
Pittsburgh, PA - 1
Portland, OR - 2
Pt Roberts, B.C. - 1
Quakertown, PA - 1
Roswell, NM - 3
Salem, NM - 1
San Francisco, CA - 1
Santa Fe, NM - 6
Silver City, NM - 2
St. Paul, MN - 1
T or C, NM - 172
Tampa, FL - 1
Tecumsah, MI - 1
Tokyo, Japan - 1
Tucson, AZ - 4
Tulsa, OK - 1
Valencia County, NM - 1
Victoria, B.C. - 2
Williamsburg, NM - 5
Wiscessa, ME - 1

## COMMUNITY BUILDING

Over the past two years the TOUR has brought together and galvanized the artist/creator community in Sierra County, with many artists meeting for the first time at one of our three designated artist and artist/attendee gatherings before, during and after the event.

It has been truly inspiring to us all to see this vibrant and diverse community come together to celebrate each other's work.





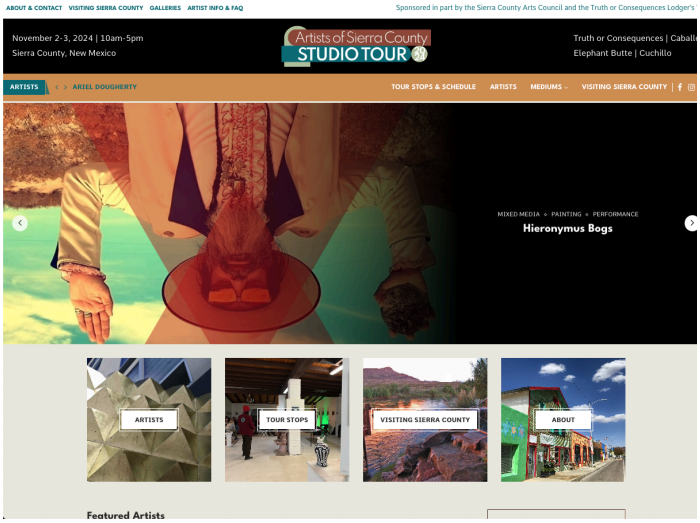


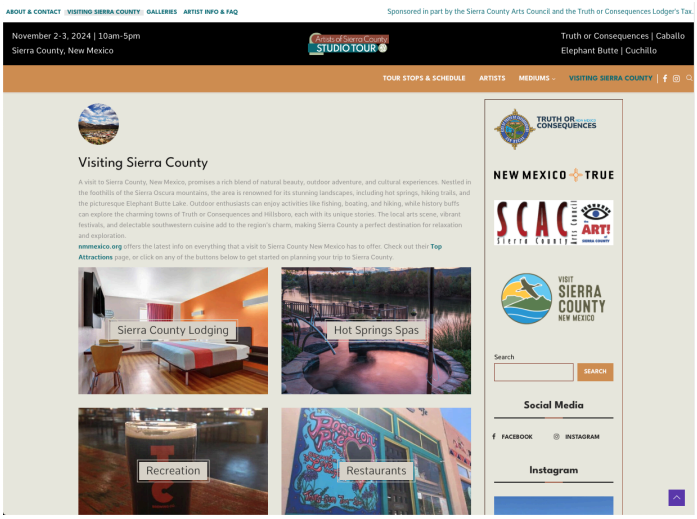


# MARKETING OVERVIEW

## WEBSITE - **AoSC-StudioTour.com**

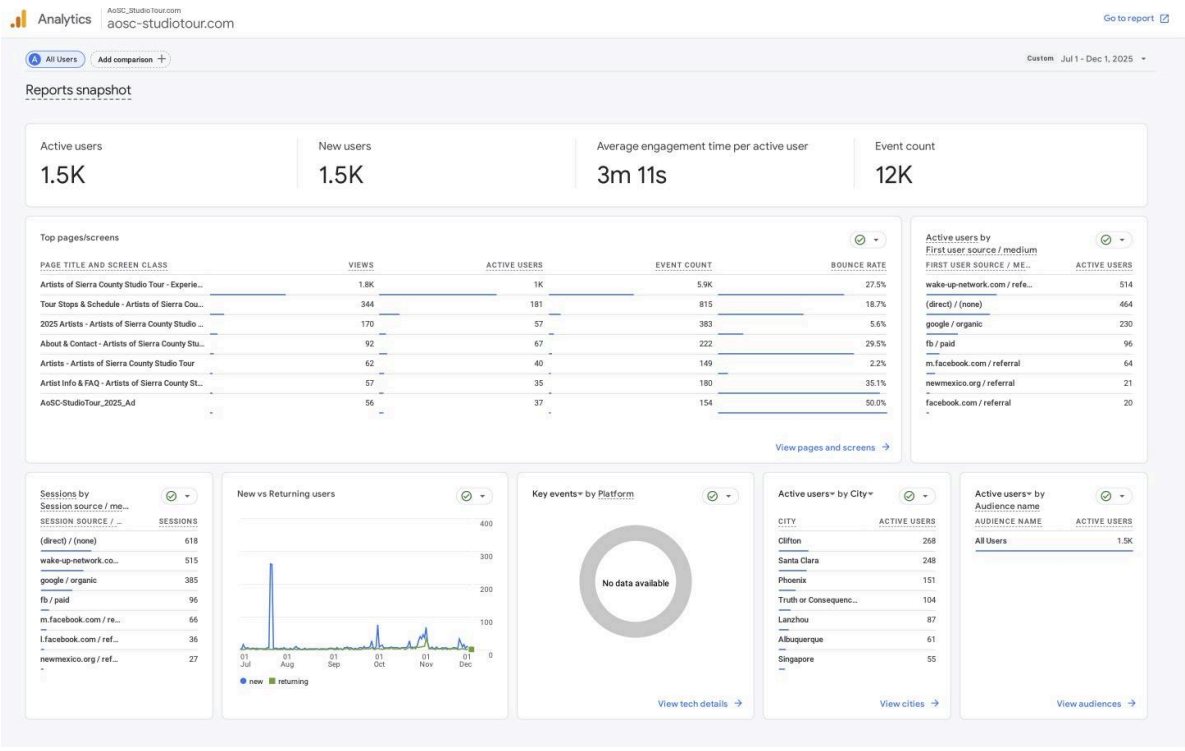
The website promotes the artists and stops on the tour, as well as the city of Truth or Consequences and Sierra County as a travel destination, with pages linked to newmexico.org.




## WEBSITE ANALYTICS - [AoSC-StudioTour.com]

- July 1-December 1, 2025 | 1.5k active users • 3m 11s average engagement time per user • 12k event count

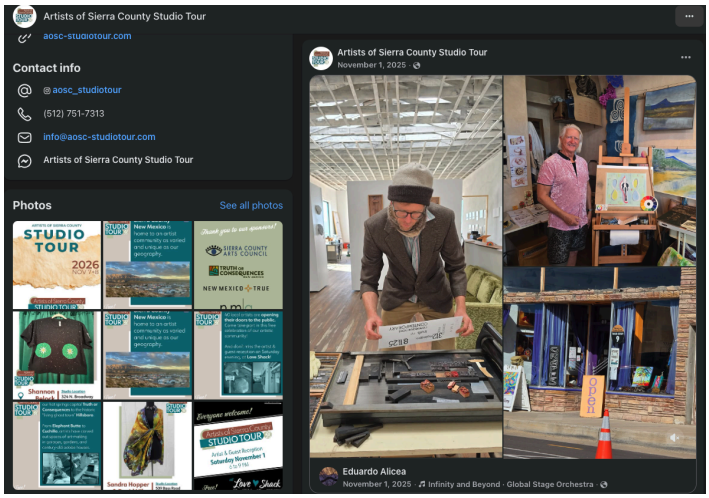


# MARKETING OVERVIEW (CONT.)

## SOCIAL MEDIA - **@AoSC-StudioTour** | FB **Artists of Sierra County Studio Tour**

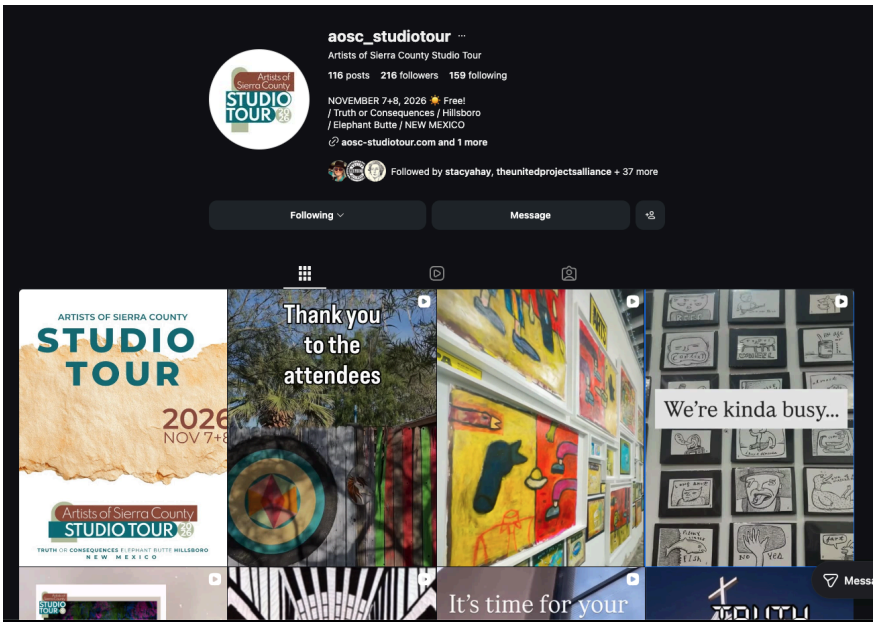
The TOUR launched multiple social media campaigns featuring videos and static posts across Facebook and Instagram, targeting our target demo in major cities in New Mexico, Texas and Arizona.





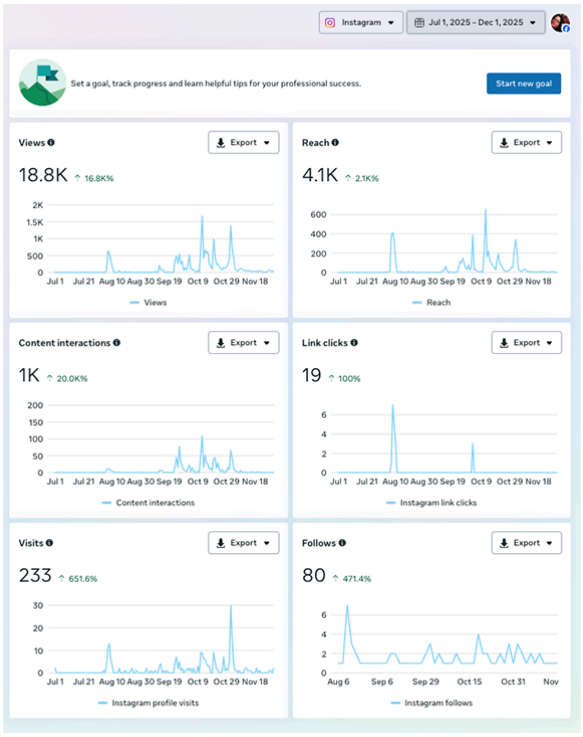


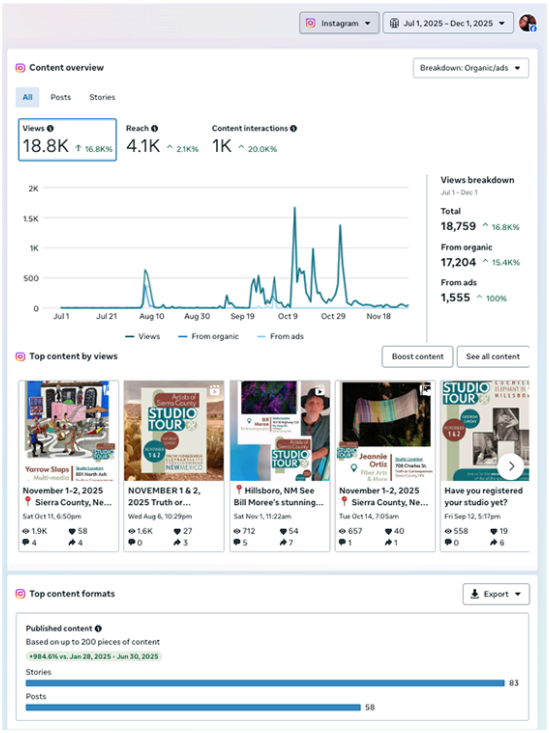


# MARKETING OVERVIEW (CONT.)

## SOCIAL MEDIA ANALYTICS - Instagram - **@AoSC-StudioTour**

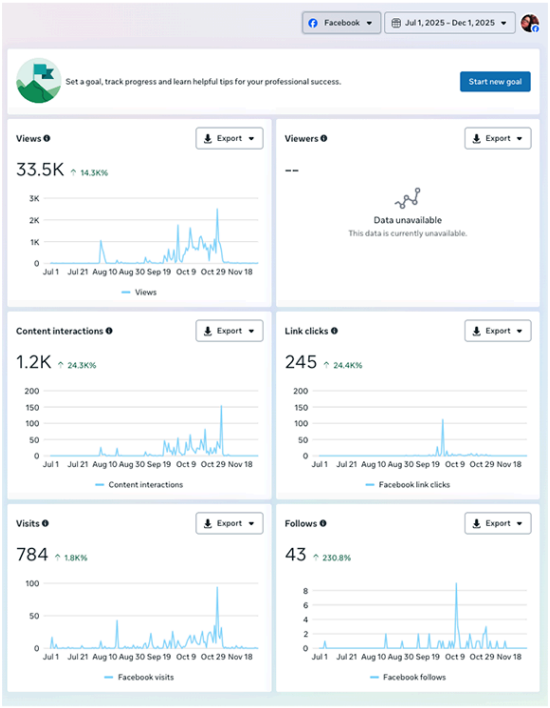
- July 1-December 1, 2025 | 18.8k views, 4.1k reach, 1k content interactions

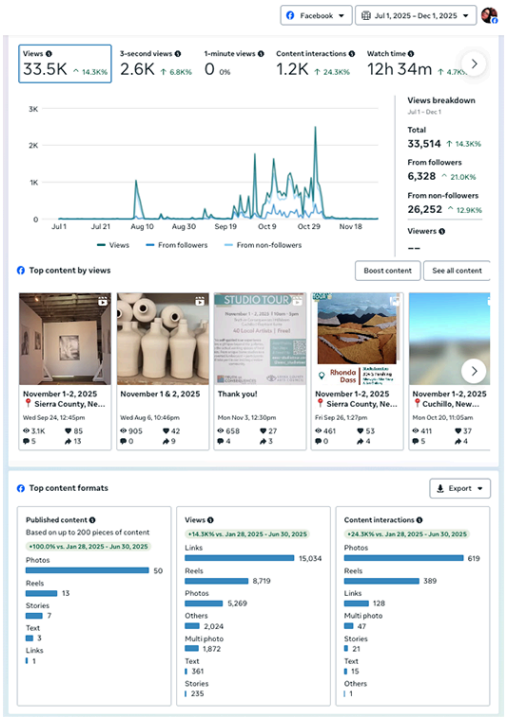



## SOCIAL MEDIA ANALYTICS - Facebook - **Artists of Sierra County Studio Tour**

- July 1-December 1, 2025 | 33,5k views, 12h 34m watch time



# MARKETING OVERVIEW (CONT.)

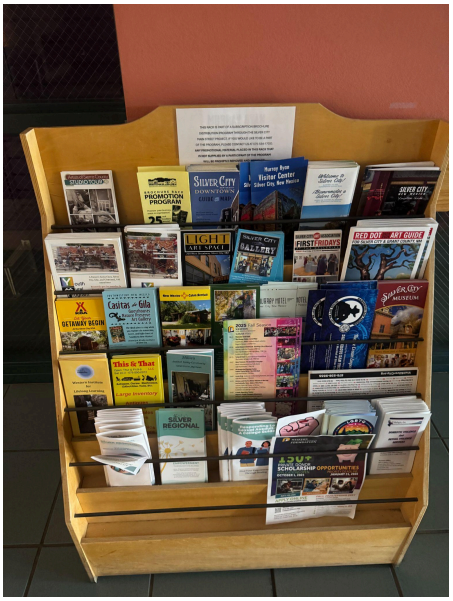
## PRINT MATERIALS

Our small team volunteered their time to distribute flyers, posters and rack cards in public places in **Santa Fe, Albuquerque, Las Cruces, Silver City, Socorro, Belen and in tourist-focused spots in TorC, Williamsburg, Elephant Butte, Caballo and Cuchillo**. Materials were displayed at New Mexico tourist information centers, galleries, coffee shops, breweries, and art supply stores and hotels. We also had participating artists place flyers and posters during their travels leading up to the TOUR.

















# WHAT WE LEARNED / WHAT NEEDS IMPROVEMENT

Our second year was impacted somewhat by broader declines in tourism travel, as well as the limited time capacity of our primarily volunteer-led team. Despite these challenges, the overall experience remained highly positive for both participating artists and attendees.

The first two years of the **Artists of Sierra County Studio Tour** provided valuable insight into what is needed to sustain and grow the event successfully. As we plan for our third year, several key areas for improvement have emerged.

## THE PRODUCTION TEAM

During the first two years, the event was organized and operated by a very small core team of three to four people. While this grassroots approach allowed the tour to launch successfully, it is not sustainable long-term if the event is to continue growing in scope and impact.

As two members of the original leadership team transition into more limited support roles due to increased travel and professional obligations, we have identified the need to expand the production team through both paid leadership positions and increased community volunteer involvement. We also plan to engage additional designers to support branding, marketing, and event materials.

**Proposed Paid Positions** *(6-month engagements: July–December)*

**Event Organizer**
We plan to bring on a dedicated Event Organizer responsible for overseeing the administrative and logistical operations of the tour. This role will manage communications, coordinate volunteers, establish timelines and deadlines, and oversee the overall logistics of the event. By assigning these responsibilities to a dedicated coordinator, the existing leadership team will be able to focus more effectively on long-term planning, artist relationships, and community engagement.

**Marketing & Promotions Lead**
With the operational structure of the TOUR now well established after two successful years, we recognize the need to place greater emphasis on external marketing and audience development. A dedicated Marketing & Promotions Lead will focus on developing and implementing marketing strategies, identifying promotional opportunities, coordinating outreach efforts, and collaborating with artists and designers to produce digital and print marketing materials. Strengthening this area will help us expand regional awareness of the tour and increase overall attendance.

## IMPACT

The Artists of Sierra County Studio Tour has helped bring together and energize the artistic community across Sierra County. Over the past two years, the event has created stronger connections among artists, encouraged collaboration, and increased visibility for local creative work. It has also provided residents and visitors with meaningful opportunities to engage directly with artists and experience the cultural richness of the region.

# 2026-2027 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 | Artists of Sierra County Studio Tour |
| Event Date(s) and Location (if applicable) | November 7-8, 2026 |
| Event Organizer & Title within Organization (if applicable) | **Stay Blum-Hay**<br>- SCAC Acting Co-President<br>- SCAC Lodgers Tax Committee Co-Chair |
| Phone Number of Organizer | Stacy - 209-768-2787 |
| Email of Organizer | stacyhayartist@gmail.com |
| Organization Address | P.O. Box 1924<br>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:**<br>**(Must match application page 4)** | **$7000** |
| Anticipated Attendance (not including volunteers/staff): | 300-500 |

## PART 3: CRITERIA

**Was this project/event funded in 2025-2026? Circle one:** (Yes) No

**How many times has your event occurred? List previous events years. If new, indicate "new":**
This will be the third year for the Artists of Sierra County Studio Tour. The first occurrence was November 2-3, 2024. THe second occurrence was on November 1-2, 2025.

**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, wellness, 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.

**4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?**
As in previous years, our primary marketing will be online via 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:**
In 2024 and 2025 we used paper sign in sheets at each TOUR STOP location to track visitors. However, visitors and artists have mentioned that this system is tiresome to maintain, as many attendees visit multiple studios. It is also time-consuming to hand enter all this information into our spreadsheets, and difficult to read handwriting makes accuracy an issue. For 2026 we are exploring other options. We will continue tracking website traffic via Google Analytics and social engagement via Meta Business.

**6. How many Facebook followers do you have for this event page or organization page (for a project)?**
2025 Facebook event - 137 “interested” (up from 90 in 2024). Overall we logged about 350 individual TOUR STOP sign-ins. ***see attached 2025 report for details.*

**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 if we can expand our administration team to include a sales person, but that is not definite.

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

## 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 & Email Inbox \| 1 yr, renews July 2026 | $500.00 |
| TBD | Online Ads & Events Calendar Listings \| July-Dec 2026 | $500.00 |
| Meta Business | Social Media Marketing Campaigns \| July-Dec 2026 | $500.00 |
| Xacta Printing | Print Marketing Materials (flyers, posters, rach cards) | $800.00 |
| TBD | Art Poster Series Designers (4 at $100) | $400.00 |
| Europa Engine | Website Management \| 6 months - July-Dec 2026 | $600.00 |
| Chaychi Creations | Digital & Print Marketing Material Creation \| 6 months - July-Dec 2026 | $700.00 |
| TBD | Promotions & Marketing Lead \| 6 months - July-Dec 2026 | $1,500.00 |
| TBD | Tour Coordinator \| 6 months - July-Dec 2026 | $1,500.00 |
| | **TOTAL AMOUNT REQUESTED: Must match page 1.** | **$7,000.00** |

## 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: Stacy Blum-Hay, (Acting) Sierra County Arts Council Co-President

Signature: 

Date: 5-21-26

# 2026-2027 LODGERS' TAX GRANT APPLICATION

## PART I: PROJECT INFORMATION

Complete one application for each project or event.

| | |
|---|---|
| Organization Name | **Sierra County Arts Council (SCAC)** |
| Project/Event Name | Ongoing marketing to promote TorC and Sierra County as an arts destination |
| Event Date(s) and Location (if applicable) | July 1, 2026 through June 30, 2027 (full fiscal year) |
| Event Organizer & Title within Organization (if applicable) | **Pat Swan & Stacy Blum-Hay** SCAC Lodgers Tax Committee |
| Phone Number of Organizer | Pat: 415-424-7917 Stacy: 209-768-2787 |
| Email of Organizer | Pat: craftyswan@gmail.com Stacy: stacyhayartist@gmail.com |
| Organization Address | P. O. Box 1924 TorC, 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)** | $17,049.00 |
| Anticipated Attendance (not including volunteers/staff): | Varies by event |

## PART 3: CRITERIA

Was this project/event funded in 2024-2025? Circle one: Yes/No. →→→ Answer: YES

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

Our request is for ongoing marketing throughout the year. SCAC is dedicated to promoting Sierra County and Truth or Consequences as an arts destination.

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

The Sierra County Arts Council regularly supports and organizes events and projects that enhance the "arts" profile of TorC, specifically and Sierra County as a whole. Our request covers expected expenses July 1, 2026 through June 30, 2027.

2. Who is your target audience for your project/event and advertising (who do you want to attend?)
With all of our marketing efforts, we hope to draw the attention of anyone interested in exploring the largely underrated Southern New Mexico art scene. We are 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?

Our campaigns are marketed throughout the Southwest; West Texas, New Mexico, Arizona and Nevada. Some events are marketed outside that range to (i.e.) Seattle and Austin, Texas.

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

Printed materials will be distributed locally at tourist points of interest and at the Visitor Center, with further distribution (est. 75%) to Visitor Centers across the Southwest 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 monitor attendance at events, membership numbers and email newsletter subscriber 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)? 318 (last year was 236, up 82)  Instagram followers? **423** (last year was 362, up 61)

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? 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 attached analytics from previous year.  Analytics attached. We are proposing a complete redesign that will vastly improve the SEO for the entire site. With updated video display, calendar listings and UX improvements, our 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 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** |
|---|---|---|
| Blue Host | Website Hosting | $30.00 |
| Blue Host | Domain Registration | $25.00 |
| Constant Contact | Email Campaign Client (billed per campaign) | $120.00 |
| Ready Web Services | Website Updates (content, events, calendar, etc.) July 2026 to June 2027 | $1500.00 |
| Ready Web Services | Website Re-design part 2 | $3000.00 |
| TBD | Video Editing (Arts Talks, Performances, etc.) | $1000.00 |
| Meta | Social Media Campaigns July 2026-June 2027 | $500.00 |
| U-Printing | Print new Murals brochure 11x17 multi fold, full color | $1700.00 |
| U-Printing | Reprint Galleries brochure 8.5x11 tri fold, full color | $1000.00 |
| Southwest Contemporary | New Mexico Field Guide ad (full page) | $2,100.00 |
| Various Vendors | Flyers, Posters to market our events | $500.00 |
| Andrew Hersey, Photographer | Monthly retainer fee of $150 to take photos of all events | $1,800.00 |
| New Mexico magazine | Half page ad in November or December issue | $2,474.00 |
| Local graphic designer | Design ad for New Mexico magazine ad | $300.00 |
| Pasatiempo | Ad in July edition to promote the arts in TorC as well as Olin | 1000.00 |
| **TOTAL AMOUNT REQUESTED: Must match page 1.** | | $17,049.00 |

## 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

❏xx 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: Pat Swan, Lodgers Tax Chair, SCAC

Signature: *Pat Swan*

Date: May 11, 2026

# 2025-2026 LODGERS' TAX GRANT APPLICATION

## PART I: PROJECT INFORMATION

Complete one application for each project or event.

| | |
|---|---|
| Organization Name | Veterans Memorial Park & Museum |
| Project/Event Name | Billboard Contract |
| Event Date(s) and Location (if applicable) | 07/01/26 - 06/30/270 |
| Event Organizer & Title within Organization (if applicable) | Windy Barnes - Vice President |
| Phone Number of Organizer | 575-952-0484 |
| Email of Organizer | windyallenbarnes@gmail.com |
| Organization Address | 996 South Broadway T or C, NM |
| Organization's Contact Person (If different than event organizer) | Windy Barnes |
| Contact Phone and Email for Organization's Contact Person | 575-952-0484 - windyallenbarnes@gmail.com |

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

| | |
|---|---|
| **Amount Requested: (Must match application page 4)** | 4489.32 |
| Anticipated Attendance (not including volunteers/staff): | 34,481 |

## PART 3: CRITERIA

Was this project/event funded in 2023-2024? Circle one: Yes No

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

since 2006

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

14' x 48' Bulletin on I-25 Advertise our Park and Museum to guide the highway traffic into our City, Show what we got to offer and see.

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

We want everyone from a single passer by to a family and we really want the bus loads of school kids to visitor tour busses, we want every age bracket there is from one to 100+

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

US Highway I -25

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

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 has guest sign in sheets, head counting and attendes sheets from the schools

6. How many Facebook followers do you have for this event page or organization page (for a project)? 443 Instagram followers? _____

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** |
|---|---|---|
| Lamar | Billboard | 4489.32 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| **TOTAL AMOUNT REQUESTED: Must match page 1.** | | 4489.32 ~~4489.89~~ WB |

## 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: Windy Barnes - Vice President

Signature: Windy Barnes

Date: 5/21/26

New Mexico/El Paso
1600 Airtech Court SE
Albuquerque, NM 87106
Phone: 505-255-4460
Fax: 505-266-4419

LAMAR

# CONTRACT # 5500417

Date: 4/13/2026
New/Renewal: RENEWAL
Account Executive: Peter Ortiz
Phone: 505-255-4460

| CONTRACTED BY AGENCY ON BEHALF OF ADVERTISER | |
|---|---|
| Customer # | 131814-1 |
| Name | VETERANS MEMORIAL PARK |
| Address | PO BOX 472 |
| City/State/Zip | T OR C, NM 87901-0472 |
| Contact | Windy Allen Barnes |
| Email Address | windyallenbarnes@gmail.com |
| Phone # | (575) 740-1650 |
| Fax # | |
| P.O./ Reference # | |
| Advertiser/Product | VETERANS MEMORIAL PARK |
| Campaign | |

**Space**

# of Panels: 1 — Billing Cycle: Monthly

| Panel # / TAB ID | Market | Location | Illum | Media Type | Size | Misc | Service Dates | # Service Periods | Invest Per Period | Cost |
|---|---|---|---|---|---|---|---|---|---|---|
| 20872 7403930 | 296-TRUTH OR CONSEQUENCES, NM | I 25 W/L.05SMMP072 MP 71.95 | No | Perm Bulletin | 14' 0" x 48' 0" | | 07/01/26-06/30/27 | 12 | $374.11 | $4,489.32 |

Total Space Costs: $4,489.32

**Special Considerations:**

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solido with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the General Manager (Officer/Title) of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

| | |
|---|---|
| Agency/Buying Service: | VETERANS MEMORIAL PARK |
| Signature: | Windy Barnes (signature above) |
| Name: | Windy BARNES (print name above) |
| Date: | 5-20-26 (date above) |

| | |
|---|---|
| Advertiser: | VETERANS MEMORIAL PARK |
| Signature: | (signature above) |
| Name: | (print name above) |
| Date: | (date above) |

THE LAMAR COMPANIES

This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.

ACCOUNT EXECUTIVE: Peter Ortiz | GENERAL MANAGER | DATE

## STANDARD CONDITIONS

1. Late Artwork: The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.

INITIALS

New Mexico/El Paso
1600 Airtech Court SE
Albuquerque, NM 87106
Phone: 505-255-4460
Fax: 505-266-4419

LAMAR

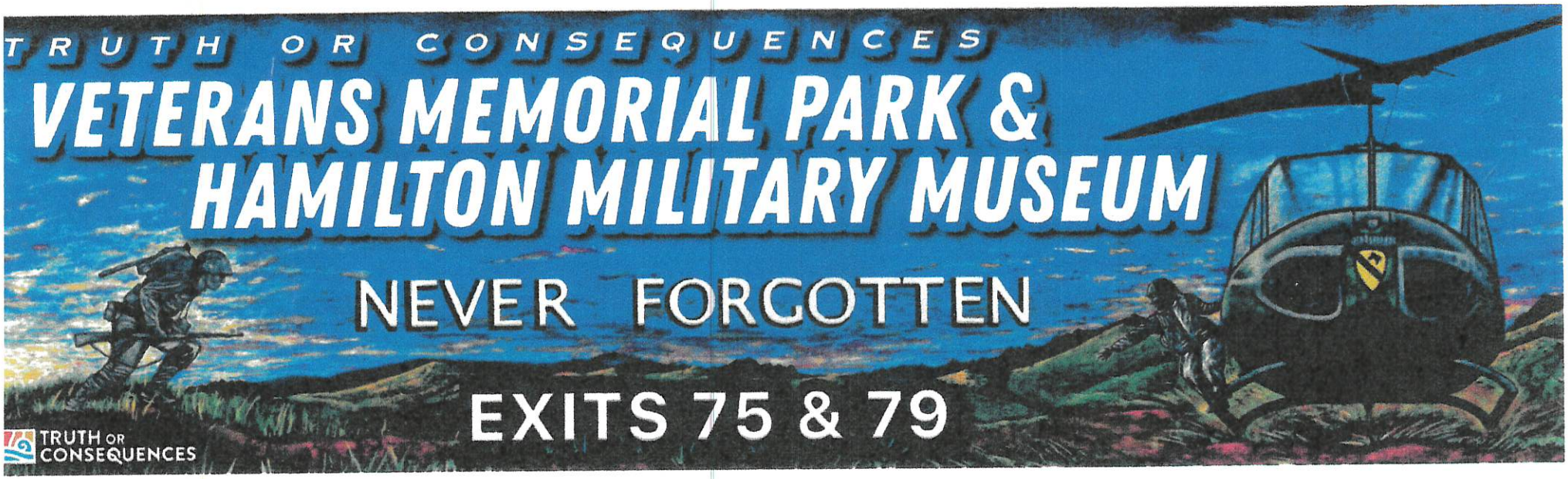
Date: 4/13/2026
New/Renewal: RENEWAL
Account Executive: Peter Ortiz
Phone: 505-255-4460

# CONTRACT # 5500417

## Invoice Schedule

| Year | Invoice Date | Service Period | Total Investment |
|---|---|---|---|
| 2026 | 07/01/2026 | 07/01-07/31 | $374.11 |
| | 08/01/2026 | 08/01-08/31 | $374.11 |
| | 09/01/2026 | 09/01-09/30 | $374.11 |
| | 10/01/2026 | 10/01-10/31 | $374.11 |
| | 11/01/2026 | 11/01-11/30 | $374.11 |
| | 12/01/2026 | 12/01-12/31 | $374.11 |
| 2027 | 01/01/2027 | 01/01-01/31 | $374.11 |
| | 02/01/2027 | 02/01-02/28 | $374.11 |
| | 03/01/2027 | 03/01-03/31 | $374.11 |
| | 04/01/2027 | 04/01-04/30 | $374.11 |
| | 05/01/2027 | 05/01-05/31 | $374.11 |
| | 06/01/2027 | 06/01-06/30 | $374.11 |
| | | | $4,489.32 |

* Custom Invoicing Date


TRUTH OR CONSEQUENCES
VETERANS MEMORIAL PARK &
HAMILTON MILITARY MUSEUM
NEVER FORGOTTEN
EXITS 75 & 79
TRUTH OR CONSEQUENCES