CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY,JUNE 23, 2025

AGENDA

SPECIAL MEETING

Special meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, June 23, 2025 at 12:00 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 Harrington, Member
Jessica MacKenzie, Member

1. **APPROVAL OF AGENDA**

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

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

4. **NEW BUSINESS:**
   a. Discussion/Action: Veterans Memorial Park and Museum Application-Billboard
   b. Discussion/ Update: Sierra County Rock and Gem Society Report 2024-2025
   c. Discussion/Action: Sierra County Rock and Gem Society Application
   d. Discussion/Action: Re-Appointment of Member Victoria Harrington

5. **COMMENTS FROM THE BOARD**

6. **COMMENTS FROM STAFF**

7. **ADJOURNMENT**

CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, MAY 27, 2025

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, May 27, 2025 at 1:30 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

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

ALSO PRESENT:

Katy Martinez, Deputy Clerk

1. **APPROVAL OF AGENDA:**

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

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

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

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

Windy Barnes: I have an application for the Veterans Memorial Wall for the billboard we didn't get in for to add to the agenda but ill take it to the clerk's office to get added for the next meeting.

Destiny Mitchell: The commission can put something on the agenda and approve before the agenda. Is lodgers' tax not allowed to do that? For example, in this instance jack could make a motion that you look at this application and add it to the agenda. Are you not allowed to do that in this kind of a setting?

Member DeMarino: You are always allowed. We are an advisory board, however, is kind of circumvents the process. Which is not necessarily a kosher to most advisory board members.

Vice-Chairman Kelley: But legally open meetings act doesn't it have to be on the agenda?

Member DeMarino: She is talking about putting it on the City Commission agenda.

Destiny Mitchell: No, I'm talking about putting it on your agenda.

Deputy Martinez: You can't because it's not included in the packet. You have to have the publication because it is an action item.

Member DeMarino: You can't because the whole spirit is transparency and you don't sneak things into an agenda without the public knowing.

4. **NEW BUSINESS:**
    a. **Discussion/Update: Geronimo Trail Scenic Byway Report- National Park Journal Advertising.**

Gina Kelley: This was for the National Park Journal, it was pretty expensive. It got us some play, but it wasn't what I had hoped. I have sense talked to the provider and said I will not be doing a print ad next year because that was $4,500. This was print, digital, and online. They had really good results from when they posted the Facebook post, but it linked back to their page not ours. Which didn't do us much good. I might come back to them next year with a different idea just for digital. I'm just not going to spend that money again.

    b. **Discussion/Update: Geronimo Trail Scenic Byway Report- Hot Springs Brochure.**

Gina Kelley: This is the brochure. They just got printed. We will be sending them out we probably have enough to last a year. We got 15,000 actually so that should last us for the year.

    c. **Discussion/Update: Geronimo Trail Scenic Byway Report– Website Hosting and Maintenance.**

Gina Kelley: I provided the google analytics for that it's in your packet.

    d. **Discussion/Action: Geronimo Trail Scenic Byway Application- Website Hosting and Maintenance**

Gina Kelley: This is for the same thing we did last year. It's the same amount of money, $600 will be for the year for hosting and maintenance.

Member DeMarino made a motion to approve a total of $600 to the Geronimo Trail Scenic ByWay for Website Hosting and Maintenance. Member MacKenzie seconded the motion.

Motion carried unanimously.

    e. **Discussion/Action: MainStreet Tor C Application- Desert Ultra 2025**

Becca Eza MainStreet Director: This will be our fifth annual event this year. We moved from the end of October to November 8th, which also happens to be second Saturday Art Hop. It will be a nice time to show case town to people that come in for it. A couple of months ago you approved funding for Ultra Magazine. Today I'm presenting the rest of what we are asking for the event this fall. We have a few different things that we are asking for this year. We increased the Facebook promotion from $200 to $500 because it seems like an easy way to get it out to a broader audience. We are coming to you earlier this to ask for this money so we can start broadcasting it nationally on Facebook and then in the fall we

will promote regionally for people that sign up at the last minute. Race flyers are something new that we have added. We have been seeing from a lot of other races they have really nice, printed flyers. We are hoping to get some out to running stores, outfitters and some other races where they put them in swag bags.

Member Mackenzie: That seems like a low amount is that going to cover doing that?

Vice-Chairman Kelley: It doesn't much to print flyers.

Becca Eza MainStreet Director: Yes, printing flyers isn't too much. We don't want to go overboard with it either this year. We want to see how it goes to start out with. The Ultra Running Magazine we had an agreement with them to have 3 ads in 3 of their issues and we asked for funding for the first 2 because of the fiscal year this one would be for the final ad in the August and September issue. The race photography that amount increased slightly because our photographers are charging more due to rising cost. Something new that we are asking for this year is funding to advertise on the military bases. This will be on bowling monitors. It is a lot less expensive at Holloman than at Fort Bliss to advertise but I looked to pick out something. There are a lot of ways you can do it, but we figured bowling monitors are likely to be more active. Advertising for 3 months at Holloman on bowling monitors plus movie theater previews and 1 month of bowling monitors at Fort Bliss. That will be very easy to track because when people sign up for the race, we get basic demographics on where they are from, age and hometown. If you approve us for that funding this year, we will take a look and see how more people we get from the bases and determine if that's worth while going forward.

Vice-Chairman Kelley: Just to let everyone know when she says the bowling alley monitors. You're talking about bowling alleys that have 60 or 70 monitors and every one of those bowling lanes has a monitor above it.

Becca Eza MainStreet Director: My understanding the ones that aren't being used are then cycling through 10 seconds of ads at a time.

Member MacKenzie: Do you have an ad prepared or who is designing it?

Becca Eza MainStreet Director: No that is part of the graphic design which Mo is probably going to do. It will be the same specs for both the bowling alley ads and the movie theater previews.

Member DeMArino: Is it just one image that you can out up there?

Becca Eza MainStreet Director: I think so. I think it is just one ad.

Member DeMarino: That one ad is it only going to focus on the Desert Ultra or you going to incorporate any other things.

Becca Eza MainStreet Director: A lot of our ads have a picture of a hot tub in it as well to show case that its part of what people can experience when they come. Typically, our ads will have a couple pictures of running in the trails and then have a hot springs image on there.

Member DeMarino: I really like that you are doing it on the same weekend as Second Saturday Art Hop.

Member DeMarino: I want to disclose that this is an application by MainStreet T or C. Gina, and I are on the board how we will benefit in no way.

Member Mackenzie made a motion to approve a total of $6,965 to the MainStreet T or C for the T or C Desert Ultra. Member DeMarino seconded the motion.

Motion carried unanimously.

f. Discussion/Action: MainStreet T or C and T or C Fiesta Application- Fiesta Reboot

Destiny Mitchell: I will have our final report on Fiesta and all the wonderful things that worked advertising wise at your July meeting. The Fiesta Committee had discussed possibly doing something year-round for Fiesta 75th including fundraisers happening in the Fall and Winter as opposed to trying to fundraise a couple of months before the event. The committee came up with the idea of doing kind of like a reboot or a relaunch in August. The City Commissioners had originally agreed to put on the game show they did not. The first one, Fiesta, did but they would like to continue to do another one in August and a possible one at the end of the year with better advertising, so we have more contestants and people. We don't want to do a lot of printed stuff, but we want to get our basics flyers and posters out there. We have a lot of success with our digital ads this year for Fiesta. Our radio advertisement was amazing. Our radio ads are the only reason why we got a carnival this year. Somebody heard it on the radio at the beginning of April and said I want to bring my carnival there. About 2 to 3 weeks before Fiesta I had people calling me from Phoenix, Tucson, Mesa, El Paso, and Albuquerque saying they saw our ads on Facebook which I don't know how that happened because we did not advertise on Facebook. I think when we went with the digital ads with El Paso Times and Albuquerque Journal, that kind of stuff they incorporated into their social media. It was something I wasn't expecting but it really did make a difference, I think, to our advertising. For this part I was thinking if we could get that digital advertising blasting out through the summer in the next 3 months, we could possibly get more people from out of town. Although I am kind of thinking this is going to be more of a local thing, we would like to get it advertised on social media. We would like to bring back Adams Radio, I don't know if you guys saw them during Fiesta. They were fantastic. They were doing their camper give away. They have a quarterly sales thing that they do. They were amazed by their live broadcast they got interviews with a lot of people including Steve Stucker. They are great people to work with, they have a great team; great reach, they have different stations that they broadcast on. We were talking with the city manager Gary Whitehead who wants to bring back these kinds of street fests. He wants to do them on a quarterly basis. He wants to work with MainStreet, Chambers and so forth. He invasions the closing off of McAdoo and Healing Water Plaza area and having a band, a stage and tents. Having a street block party. This is a promotional thing its brand new in the works, nothing has been laid down but I was thinking that this kind of mini-Fiesta could be a trail run for it where we could see how it works. This year's Fiesta vendors and food trucks was out of this world it was amazing, I think. Victoria you where there how did you do on sales.

Member Harrington: I felt like I did good because I was in a good location but I felt bad for the people behind me. I would have a bunch of people and I would look behind me and they were just staring at me and they had no one. If you are walking down the street you have to go all the way to the end and if you have kids, you bolt forward because the kids don't care about the stuff behind or you had to go all the way back down behind them. That was the only thing I though with that set up, maybe have it to where it is a little more open so that you are not in front of people.

Destiny Mitchell: We actually discussed that on our vendor survey.

Member Harrington: They only other feedback I had was a lot of people that where there for the music said that all they heard was generators because all the food trucks where right by the music. People will walk to food so maybe flip flop them and up the vendors by the alcohol and the food on the other side. People will walk to the food and they will stumble to us and spend their money.

Destiny Mitchell: That's a great idea. We are in negotiation with the City to upgrade all of the electrical downtown because that was my problem I had 10 food trucks that needed the 220 plug and I only had 4 220 plugs. I thought there was more and there aren't so we had to do some last-minute scrabbling and move 3 or 4 food trucks where the poles were. Hopefully that will get strained out next year and the vending I like the whole idea of opening it up and or moving so there are not double rows. I think if we

could get 4 really good food trucks and 15 to 20 decent vendors, we could do a mini-Fiesta. We could raise some funds and generate support. We could do Friday night we do the game show, Saturday morning instead a parade we do a junk boat parade. We have some ideas. Basically, what we are doing is last minute come in and ask for anything that you guys would be willing to give us for this event. I think we were allotted $56,000 for the 75th Fiesta Anniversary and we expended $52,000 I believe. We spent just about all of it. It was last minute a band pulled out. This is what are looking at and also trying to gear up and generate more support and volunteers for the future.

Member Harrington: For the dates I would not do September, everyone is going to be at the lake. It's the last hooray out there.

Vice-Chairman Kelley: Its Labor Day weekend, isn't it?

Destiny Mitchell: Labor Day weekend is actually August 31st and September 1st.

Member Harrington: I think most people will go on the September just because its typically in September.

Destiny Mitchell: I was looking at August 22 through the 23 the weekend before Labor Day that way people haven't spent all their money on Labor Day weekend and they still have some to flow. I know we don't want to do it Labor Day weekend. September 5th and 6th is Art Hop. I would love to team it up with that as well. As an option I put 12th and 13th of September because I didn't know if there was something going on for Second Saturday Art Hop. I didn't want to compete. Those are the dates we are open and flexible and I am welcome to your feedback.

Member DeMarino: Is this a 1-time thing?

Destiny Mitchell: This one is a trail run.

Member DeMarino: Is it 1 night?

Destiny Mitchell: No, we would like it to be Friday night and all-day Saturday. The game show on Friday night and the street dance on Saturday night. Kind of like we did for Fiesta but instead of trying to book stuff on Sunday just have the street dance go till 10 or 11 on Saturday night but it starts on Friday night.

Vice-Chairman Kelley: Art Hop is on the 13th.

Destiny Mitchell: Ok. It's a weird month so that's why I included the 12th and the 13th because that's the Art Hop night. This is a trail run if this works out pretty well, I would like to do it again late November, early December. Maybe team it up with the holiday sing along, old fashion Christmas. One thing I noticed was having Fiesta, Rodeo the Film Festival that weekend I know it was a lot but a lot of people came for a lot of different things and I think that really gets our name out there. We have talked about this before how when cross promote and you have events that complement each other. I'm all about anything we can do with Fiesta. Starting a whole new thing is hard but if you can partner and pig back with other things that are already happening, we are willing to do that.

Member DeMarino: Basically, what I see is your looking for $6,200 because one of those is a tent.

Destiny Mitchell: The tent that was a Rolf Hechler and Gary Whitehead idea. They want a commercial tent. They tent that we have are not commercial.

Member DeMarino: Right, they have the poles that go along the ground and people are tripping over those. I get all that. For the event itself it's like $6,200 I think we need to look at it in that context.

Destiny Mitchell: I'm ok with the whole tent coming out thing. That was a last-minute throw in of it's something that needs to happen it doesn't have to happen for this event and it doesn't have to be given to Fiesta.

Member MacKenzie: You say the majority if your printing cost will be primarily for local distribution.

Destiny Mitchell: Yes, that is a full disclosure. We are printing out early this year we went to chambers of commerce and visitor's centers all across New Mexico. I dropped off a hole case in Kingmen Arizona. It's a lot of work and I don't think it brought the return that we needed. That is why instead of asking for massive amount of printed stuff that I don't have the ability to distribute I'm looking for things that we can put up in our shop windows. So, when people come through on the weekends heading out to the lake, they can see a 20x40 poster that says Fiesta Reboot this weekend and be that draw.

Vice-Chairman Kelley: I don't know why you're calling it a Fiesta Reboot.

Destiny Mitchell: I don't know what to call it. We thought about Mini Fiesta, Fiesta 2.0, Fiesta in August or Fall Fiesta.

Member DeMarino: Fall Fiesta sounds great.

Member Harrington: Is it going to be on one street?

Destiny Mitchell: We know it can't go on Main or Date Street.

Member Harrington: If you call it a street party people will come out.

Destiny Mitchell: We were thinking a McAdoo or Sims. All the vendors where on Sims for Fiesta and that was ok except, we had the city hall offices and the bank open so if we move everything to McAdoo, we can shut that street down anytime it's a city street and we can put whatever we want on it. I'm thinking we can do that and Healing Waters Plaza you have this great location that is out of the way.

Member Harrington: Krab Kingz is going to be here the 13th because that is my 5-year anniversary and we are doing a party that day as well. They are the one food truck that advertise a lot. They always cross promote everything that is going on in town they cross promote without even being asked to.

Destiny Mitchell: That is definitely something to take into consideration.

Member Harrington: Morning Stars Anniversary is that week also so I can see if they want to join.

Destiny Mitchell: That would be good. You are right there we have the other side of the Healing Waters Plaza which is directly on the back of your business. People have requested the Famous JJ place that had the gyro and the Snack Smoke Shack that has the Philly sandwiches. We had a great selection I know we can get the food. I'm pretty sure we can get the merchants. We can find the bands and again not asking for a reimbursement for that Fiesta would cover that. Being able to put something on but do it professionally and do it correctly and not just put out flyers the week before on Facebook. We learned the hard way that does not help.

Member DeMarino: Is this a Fundraiser or is this an event? If it's both, how do you expect to make money for Fiesta?

Destiny Mitchell: I would say it is more of a promotional event as opposed to necessarily a fundraiser. I know that we will be making some money on it selling vendor spots and food truck spots. I see it as more of a breaking even promotional thing as opposed to gathering a whole bunch of money out of it. We were thinking about relaunching that 75 for 75 for that. We also had to put in a second order for T-Shirts for people wanting to buy them. We gave away all the lodgers tax shirts and they were such a

great design we had people tell us they would pay us $25 for one. We are going to do a reprint from our budget and sell them.

Member DeMArino: I think we need more things of course.

Vice-Chairman Kelley: I would shoot for the mid-September date. The nice thing about that is we all know that everybody in New Mexico has events all throughout October so it will probably be easier to get the food trucks.

Member Harrington: if you do that and I will tell Krab Kingz to move to that street. We were just doing it so there would be a food option but if there are food options, I would tell them to move over there.

Member DeMarino made a motion to approve a total of $10,500 to the MainStreet T or C and Fiesta T or C for T or c Annual Fiesta 75 years reboot. Member MacKenzie seconded the motion.

Motion carried unanimously.

g. Discussion/Update: Sierra County Arts Council Report- Ongoing Marketing to Promote Sierra County and T or C as an Arts Destination.

Christien Auten: We didn't have the Field Guide when I submitted the report but I have it now so I brought it for you guys to see. That is the biggest item we had and of course our email server that we use and our website maintenance for Ruwana and the website domain renewal.

Vice-Chairman Kelley: Do you have the analytics?

Christine Auten: I attached them to the application.

Member DeMarino: The logo there is a design guideline packet that indicated there should be white space all around. Do you guys have the design guidelines?

Christine Auten: I don't.

Member DeMarino: I will send it to you.

Christine Auten: ok, thank you for pointing that out.

Vice-Chairman Kelley: Do you know what your stats are on the constant contact?

Chistine Auten: I don't have those stats but I can get them to you. It's not great, I'll be honest out open rate isn't great. It's one of the things that we are addressing with some redesign. Rebecca has been using an old format and it looks the same for every email. We are going to try and introduce some graphics and pictures. We are trying to help with our opening rates it's probably like 3% and the click-through is 1% so it's not great, I'll be honest about that. That's one of those things that we definitely need to look at. I put that in our things we would like to change.

h. Discussion/Action: Sierra County Arts Council Application- Ongoing Marketing to Promote Sierra County and T or C as an Arts Destination.

Christine Auten: This is for the full year. We lumped it into one because it's not really projects based its more of just our on-going marketing. The things in here I know would be question would be the 3-year renewal for our website hosting. When it was originally signed up for there were options you could do

the 3-year, 1 year or you can do monthly. The 3 year is cheaper so who ever set it up chose that option and its coming due in February. I realized that goes outside of our fiscal year.

Member DeMarino: So, it would be $100 for a year?

Christine Auten: I believe so. If we can't do the extra $200, should I try and change that registration to yearly instead of every 3 years.

Chairman Foerstner: How did they use to pay for it?

Christine Auten: I don't know.

Vice-Chairman Kelley: They use to come to us. I would say just change it so your year starts with the fiscal year.

Christine Auten: You will see down further in the list there is a complete website re-design which will address that issue.

Member DeMarino: Its really only March, April, May, and June so it's only 4 months if it renews in February.

Vice-Chairman Kelley: But that would mean July, August, September, October, November, December, January and February. This is for this fiscal year.

Member DeMarino: I get that but where they already paid this fiscal year? When does it end?

Vice-Chairman Kelley: February 20th.

Member DeMarino: So, they are already paid through next February.

Vice-Chairman Kelley: Is that True?

Christine Auten: Yes.

Member DeMarino: Its 4 months so it wouldn't be the full $100. Its part of a bigger application so you can put it in there everything is something. But I think that's all we can do.

Member Harrington: Who do you have taken the photos for the guide?

Christien Auten: They are pictures that had been taken at other events throughout the years.

Member Harrington: Looking at these pictures they are not good.

Member DeMarino: Do you want to add a photographer to this ask?

Christine Auten: That would be awesome. We don't really know of one.

Member DeMarino: I can refer some to you. It seems like photographers run $800 to $900 a day.

Christien Auten: It's really expensive to hire a photographer.

Member MacKenzie: So, you want to add 2 days of photography?

Member DeMarino: Only 1 day. If they do one art hop and during the day go to different galleries they should have plenty of pictures.

Christine Auten: The printing is not accurate either we chose blue and it looks purple.

Member DeMarino: Another suggestion is in the past we have used hot springs cool art instead of small-town big art. That way you can tie in the hot springs. You don't have to its just a thought.

Christine Auten: With that ad you get the business listing and 2 calendar event listing. I'm taking the suggestion for our social media because we do need to reach further with our social media ads just posting something for local followers is not going to do it. The big thing is the website redesign because it was 6 years ago when the website was last designed and it had different people add and subtract things over the years and they have made it difficult to load. We do need to relook at everything and again that is under Ruwana suggestion as well.

Member DeMarino made a motion to approve adjusted amount of $9825 and an additional amount of $900 for photography for a total of $10725 to the Sierra County Arts Council for Ongoing Marketing to Promote Sierra County and T or C as an Arts Destination. Member MacKenzie seconded the motion.

Motion carried unanimously.

i. **Discussion/Update: Sierra County Arts Council Report- Artist of Sierra Country Studio Tour**.

Christine Auten: We went through the whole visitor sign ins to show. We had more out of town pins then we thought we would. The number are small from each town but it still for our first year it shows that we reached out. We really credit our social media for that. Our graphic designer was really good so she was able to do quite a bit of stuff that was very engaging. We learned we didn't have enough people and we need to be able to pay some more designers to get us better work. We also needed more volunteers especially for follow up and clean up. As you guys now any physical sign in sheet that you have to be logged in and we have 27 of them. It's a daunting task trying to decipher hand writing. It took us a while but we got it done.

j. **Discussion/Action: Sierra County Arts Council Application- Artist of Sierra County Studio Tour**.

Christine Auten: We are asking about the same amount that we were awarded last year. Last year we asked for some signage that we can reuse. We had a lot of things last year that we are going to reuse. So, we don't need to ask for them again. One of the things on here is something that we wanted to do last year but didn't have the designer and manpower to do and that's the tour stop passbook. That is the main new thing on here and also some extra money for designers.

Member MacKenzie: Can you tell us about the passport book.

Christien Auten: It's as passport a lot of events us them that have lots of stops. So, each studio would be a tour stop, and they would have a stamp that would stamp the books with. When they collect a certain amount of tour stops, they will get a flight of beer at the brewery or gets a couple of glasses of wine at the Love Shack something like that. The idea is that would sell ads in the back of the passbook.

Vice-Chairman Kelley What you mean sell ads for it?

Christine Auten: Sell ads to pay for the incentives not the book itself.

Member DeMarino: You can't bring in 2 sources of income for the same thing.

Christine Auten: We can take that out. That was just thing to pay for the incentives.

Member DeMarino: How many booklets?

Christine Auten: We have 250 on here. It wouldn't cover everyone that came but they are expensive so I didn't want to push too much money on to that. We just wanted to have every tour stop and possibly a

listing of restaurants or galleries in the back for people to carry around with them. Last year all we had was the map and it just had the tour stops on it. This year we are hoping in addition to that to have this extra kind of collector's idea with it.

Vice-Chairman Kelley: I don't see it on here I might be missing it but what's the date of the event?

Christine Auten: Its November 1st and 2nd.

Member DeMarino; Who is Chaychi creations?

Christine Auten: That is Reana Sevnanan and Ali Reza. Reana is a really good designer she did all of our social media.

Member DeMarino: What are pop-up banners?

Christine Auten: They are the vinyl banners that you can carry around and pop them up so you can move them around and use them in different places. Our plan is doing them evergreen meaning we can use them again.

Member DeMarino: As much as I love little passports booklets, I just don't see it putting heads in beds the booklet itself. It's a cute addition to the thing but they are not distributed ahead of time, they are not going to bring anyone to the event.

Vice-Chairman Kelley: That way they can sell advertising for it.

Member DeMarino: You guys can sell advertising for it.

Christine Auten: That's good feedback thank you.

Member DeMarino: Are there calendar listings that you need to pay for?

Christien Auten: Yes, we will get a calendar listing. We didn't have one last year it was one of the things that fell through the cracks because we didn't have the personal. In the report that I turned in a month after the event I have pictures of where we posted posters in Santa Fe, Toas and all-around New Mexico. We had people going out and traveling we would give them a box and have them distribute it.

Member DeMarino: Is there a reason why you don't do it on a Second Saturday Art Hop?

Christine Auten: To keep it separate. There are other events at night with it we do mixers and meet ups. The galleries also reported higher traffic. It gives them an extra weekend of high traffic.

Member DeMarino: I get that but there is no way of telling what it would have been if you would have done it the other way.

Christine Auten: We just prefer to keep it separate.

Member MacKenzie made a motion to approve the adjusted amount of $5,710 removing the Passport books to the Sierra County Arts Council for the Artis of Sierra County Studio Tour. Member Harrington seconded the motion.

Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

There were no comments from the board at this time.

6. COMMENTS FROM STAFF

There were no comments from the staff at this time.

7. ADJOURNMENT

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

PASSED AND APPROVED this 23th day of JUNE 2025.

_____

Jake Foerstner, Chairman

RECEIVED
MAY 29 2025
By

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
Event Date(s) and Location (if applicable)	342 days a year
Event Organizer & Title within Organization (if applicable)	Windy Barnes - Vice Pres
Phone Number of Organizer	575 952 0484
Email of Organizer	WindyAllenbarnes@gmail.com
Organization Address	996 South Broadway
Organization's Contact Person (If different than event organizer)	Maggie Allen
Contact Phone and Email for Organization's Contact Person	maggieloreesallen42@gmail.com

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

Amount Requested: (Must match application page 4)	$ 4,273.84
Anticipated Attendance (not including volunteers/staff):	35,480

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":

2004 to current

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

Advertisinaent on I-25 North 24 hours a day everyday of the year.

140'x48' Billboard

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

every driver and passenger on I-25

We would love for everyone to attend and enjoy the park as much as we do.

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

Hwy I-25 traffic and word of mouth. People spreading the word how beautiful the wall and park is.

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:

Sign in sheets, School field trips word of mouth pamphlets

6. How many Facebook followers do you have for this event page or organization page (for a project)? _____ 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
hamar	Billboard	4273.84
TOTAL AMOUNT REQUESTED: Must match page 1.		4,273.84

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: Cindy Barnes Vice President

Signature: Cindy Barnes

Date: 5-8-2025.

Veterans Memorial Park

EIN: 56-2440106 | T Or C, New Mexico, United States

Other Names

VETERANS MEMORIAL PARK & MUSEUM

Veterans Memorial Park & Museum

Publication 78 Data

Organizations eligible to receive tax-deductible charitable contributions. Users may rely on this list in determining deductibility of their contributions.

On Publication 78 Data List: Yes

Deductibility Code: PC ⓘ

Auto-Revocation List

Organizations whose federal tax exempt status was automatically revoked for not filing a Form 990-series return or notice for three consecutive years. *Important note: Just because an organization appears on this list, it does not mean the organization is currently revoked, as they may have been reinstated.*

Exemption Type: 00 ⓘ

Exemption Reinstatement Date:

Revocation Date: 05-15-2010

Revocation Posting Date: 11-12-2012

Determination Letter

A favorable determination letter is issued by the IRS if an organization meets the requirements for tax-exempt status under the Code section the organization applied.

Final Letter(s)

FinalLetter_56-2440106_VETERANSMEMORIALPARK&MUSEUM_08012012_01.tif [https://apps.irs.gov/pub/epostcard/dl/FinalLetter_56-2440106_VETERANSMEMORIALPARK&MUSEUM_08012012_01.tif]

Form 990-N (e-Postcard)

Organizations who have filed a 990-N (e-Postcard) annual electronic notice. Most small organizations that receive less than $50,000 fall into this category.

- **Tax Year 2024 Form 990-N (e-Postcard)**
- **Tax Year 2023 Form 990-N (e-Postcard)**
- **Tax Year 2022 Form 990-N (e-Postcard)**
- **Tax Year 2021 Form 990-N (e-Postcard)**
- **Tax Year 2020 Form 990-N (e-Postcard)**
- **Tax Year 2019 Form 990-N (e-Postcard)**
- **Tax Year 2018 Form 990-N (e-Postcard)**
- **Tax Year 2017 Form 990-N (e-Postcard)**
- **Tax Year 2016 Form 990-N (e-Postcard)**
- **Tax Year 2015 Form 990-N (e-Postcard)**
- **Tax Year 2014 Form 990-N (e-Postcard)**

Tax Year 2013 Form 990-N (e-Postcard)

STATE OF NEW MEXICO

MAGGIE TOULOUSE OLIVER

SECRETARY OF STATE

Certificate of Good Standing and Compliance

IT IS HEREBY CERTIFIED THAT:

VETERANS MEMORIAL PARK/MUSEUM

2341261

the above named entity, a Corporation incorporated under the laws of New Mexico, is duly authorized to transact business in New Mexico as a Domestic Nonprofit Corporation, under the

Nonprofit Corporation Act **53-8-1 to 53-8-99 NMSA 1978**

having filed its Articles of Incorporation on April 23, 2003, and Certificate of Incorporation issued as of said date.

It is further certified that the fees due to the Office of the Secretary of State which have been assessed against the above named entity have been paid to date and the entity is in good standing and duly authorized to transact business as its existence has not been revoked in New Mexico. This certificate is not to be construed as an endorsement, recommendation, or notice of approval of the entity's financial condition or business activities and practices.

Certificate Issued: **September 18, 2023**

In testimony whereof, the Office of the Secretary of State has caused this certificate to be signed on this day in the City of Santa Fe, and the seal of said office to be affixed hereto.

Maggie Toulouse Oliver

Maggie Toulouse Oliver
Secretary of State

Certificate Validation #: 0080146

A certificate issued electronically from the New Mexico Secretary of State's office is immediately valid and effective. The validity of a certificate may be established by viewing the **Certificate Validation** option on the Business Filing System at https://portal.sos.state.nm.us/bfs/online and following the instructions displayed under **Certificate Validation**.

Gmail Windy Barnes <windyallenbarnes@gmail.com>

(no subject)

1 message

Windy Barnes <windyallenbarnes@gmail.com>
To: windyallenbarnes@gmail.com

Mon, Jul 12, 2021 at 4:08 AM



FY 2024-2025 LODGERS' TAX GRANT REPORT

Organization Name Sierra County Rock and Gem Society (SCRAGS)	
Project/Event Name Truth or Consequences Rock & Gem Show	
Event Date(s) and Location (if applicable) March 1 & 2, 2025; Sierra County Fair Barn	

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

The 2025 Truth or Consequences Rock & Gem Show was a great success for the third year in a row. With over 1,500 attendees on Saturday and over 1,000 on Sunday, our numbers were similar to 2023 and an improvement over last year. Customers, children, vendors, and volunteers all had a great time. As in the previous two years, visitors and locals were pleased to have such a unique, free event in the community. Local businesses experienced a marked increase in traffic.

To track whether attendees stayed overnight in TorC, we asked guests to fill out a small questionnaire in order to enter a drawing for door prizes donated by our vendors. We reworked the wording this year to reduce confusion experienced in previous years. Sierra County residents were unsure whether or not to say that they stayed overnight in the area. The question of whether they paid for lodging also eliminates those who stayed with friends and helps to give us more accurate answers.

Attendees filled out their name and email to receive notification of next year's show, and were asked the following questions:

Do you live in Sierra County? Yes No

If No, did you pay for lodging in the area? No 1 night 2 nights more

How many people in your party?

The volunteers at the front did a great job of encouraging attendees to fill out door prize slips. Of the 1,252 people who filled out the slips, 584 indicated that they were from outside Sierra County! The extensive advertising generously funded by your Board definitely paid off.

Of the 584 from outside of Sierra County, 67 indicated they stayed 1 night, 121 for 2 nights, and 85 stayed more than 2 nights! 64 said they had 1 person in their party, 315 had 2 people, 94 had 3 people, and 111 had more than 3 people in their party.

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

This year, dedicated SCRAGS volunteers were able to collect $4,600 in sponsorships!

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future?

Attendance was excellent again this year, at more than 2,500 people. Your funding of our widespread advertising paid off again. Our show would not be nearly as successful without the Board's generosity.

Moshe Koenick's excellent graphic design work (1, 18) was essential. He designed each ad, the postcards and posters, all Facebook content (as well as managing the account), banners, and the show program. Ready Web Services (2) continues to do an excellent job with our website.

We distributed almost all of the 7,500 postcards and 500 posters printed by GotPrint (3). Many were hand delivered to rock shops and shows, and others were mailed (12). Advertising in New Mexico Magazine (4) provides us the best state-wide exposure and is essential to the show's success. Our advertising in Desert Exposure (7), The Ink (8), El Paso Spotlight (9), and the El Defensor Chieftain (10), gave us great exposure. We hope to do the same amount of advertising in all of these publications next year.

For the first time this year, we advertised in the Santa Fe Reporter (5). I believe it is important to advertise in Santa Fe, as the hot springs are a draw for affluent people who live three hours away. The amount of the grant allowed us to also advertise in The Paper, a free publication in Albuquerque owned by the same company. We hope to do this again.

I believe it is important to advertise in the Las Cruces Sun and El Paso Times, owned by Local IQ (6), but the amount allocated only allowed us to advertise for the week before the show. I plan to request additional funding to advertise for at least one additional week.

Paid advertising on Facebook (11) is also essential to our success. It gives us great exposure and many people said that's how they heard about us.

Overnight security (14) is needed to protect our outdoor vendors' merchandise. A trusted vendor stayed inside the Fair Barn overnight. If we add more outdoor vendors, we may want to add a second overnight security guard.

This year, Talon Septic (13) was even more important than before. We were notified two days before the show that bathrooms would not be available inside the Fair Barn. Talon came through with a luxury restroom trailer on short notice. This led to a much greater expense than that allocated, but the County paid for most of the difference. Hopefully we will be able to return to the normal number of potties next year.

Purchase of 4 new sandwich board sign holders (15) allowed us to advertise around town more extensively. WX Fire Graphics (16) printed banners thanking our sponsors. We paid close to $200 over budget so we may request more money for next year.

Purchase of 77 folding tables (17, 19) was an enormous help and most appreciated. In past years, we had to scrounge for tables and even travel to Socorro to rent some from New Mexico Tech. Limited tables also meant we couldn't add any new vendors. We may wish to add a few more tables as we increase our vendor numbers. The goal is to have a well-balanced show and offer a wide range of relevant goods. We also need the tables for club areas at the show. We plan to add at least one more children's activity in 2026. Thank you for allowing us to purchase the tables!

The billboard above Outer Edge reminded passersby of our show in an eye-catching fashion. Chris Krieg Murals (20) generously donated use of the billboard so we only had to pay for supplies. We would like to do this again next year, likely earlier in the year.

The only funded items which we did not utilize were advertising in Neighbors, which is defunct, and advertising on rock show websites. I waited too late in the year for the money to be effective. I plan to do it in the coming months to take full advantage of the funding.

We would like to consider advertising on billboards for 2026, hopefully along I-25. Advertising on the highway is an opportunity to reach a new audience and would provide travelers with

repeated reminders of our show. I realize billboards can be very expensive, so I need to do research as to costs and benefits before requesting funding. The Albuquerque Gem and Mineral Club has experience working with billboard companies, and I am seeking their advice. One other thing we are looking into is advertising in the Albuquerque Journal.

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

Analytics are attached for our website, Facebook, Santa Fe Reporter and El Paso Spotlight. I was remiss in not gathering analytics from Desert Exposure and the El Defensor Chieftain. I am attempting to get them before Monday's meeting and will be sure to do so next year. Despite four attempts, I have not received metrics from Local IQ.

New Mexico Magazine provided the following:

- February Newsletter: 28,335 Impressions, 16,803 Unique Impressions
- February Facebook Post (2/10/25): 12,322 Impressions, 65 Engagements, 4 Clicks
- February Facebook Post (2/27/25): 20,160 Impressions, 92 Engagements, 9 Clicks

July 2024 Grant:

Advertising/Promotion Company/Provider	**Type of Ad/Promotion**	**Cost**
1. M Graphics/Moshe Koenick	Graphic design	$2,500
2. Ready Web Services	Web hosting and design	$2,000
3. GotPrint	Printing of posters and postcards	$705
4. New Mexico Magazine	Print, digital, and Facebook ads	$4,152.25
5. Santa Fe Reporter, The Paper (Albuquerque)	Print and digital ads	$1,442.62
6. Local IQ Publications	Print and digital ads	$671.25
7. Desert Exposure	Print and digital ads	$887.21

8. The Ink	Print ads	$613.44
9. El Paso Spotlight	Print and digital ads	$200
10. El Defensor Chieftain	Print and digital ads	$397.98
11. Facebook	Paid advertisement	$515.46
12. USPS, UPS	Postage for mailing postcards and posters to rock shops, clubs, shows, and vendors	$155.32
13. Talon Septic	Potties and washing stations	$800
14. Security (Ethan McCraw)	Overnight security	$500
15. Amazon	4 sandwich boards	$558.09
16. WX Fire Graphics	Advertising banners	$400
17. Home Depot	51 8 foot folding tables	$4,500
TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:		$20,998.62

January 2025 Grant

Advertising/Promotion Company/Provider	**Type of Ad/Promotion**	**Cost**
18. M Graphics/Moshe Koenick	Graphic design	$1,000
19. Home Depot	26 8 foot folding tables	$2,196.63
20. Chris Krieg Murals	supplies for billboard	$200

TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:	[redacted]	$3,396.63

PART 6: ASSURANCES AND CERTIFICATIONS

I certify that I am authorized to act on behalf of the organization making this report and that the statements herein are complete and accurate to the best of my knowledge. We kept a clear and accurate accounting of how the funds were used. We evaluated the use of funds as required and approved by the City of Truth or Consequences and delivered this report to the City no more than (90) days after the event or project completion or on or before May 31st, 2025, whichever comes first).

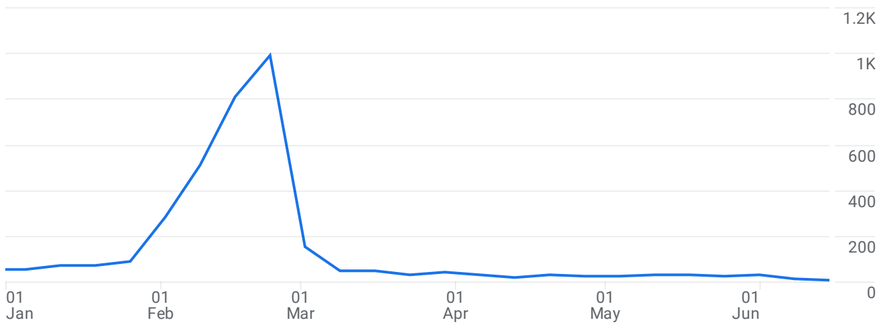
Print your name and title: Megan Holden Show Chair

Signature: Megan Holden

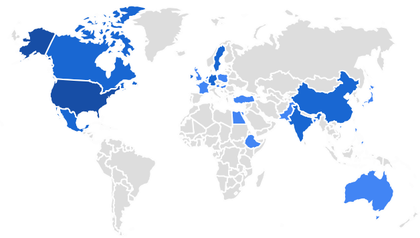
Date: 6/18/25

Reports snapshot

Active users 3.3K | New users 3.3K | Average engagement time per active u: 1m 00s



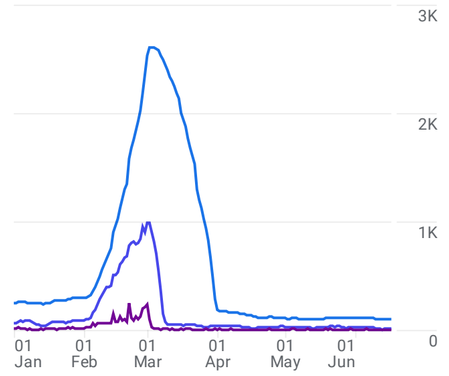
Active users by Country



COUNTRY	ACTIVE USERS
United States	3.2K
China	27
Ireland	21
Sweden	17
India	14
Canada	12
Germany	11

View countries

User activity over time



30 DAYS 95
7 DAYS 15
1 DAY 3

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
2025 Truth or Consequences Rock & ...	2.3K
Sierra County Rock & Gem Society	1.8K
Field Trips - Sierra County Rock & Ge...	705
Rock & Gem Show Schedule of Event...	424
2024 Truth or Consequences Rock & ...	412
Gallery - Sierra County Rock & Gem S...	195
Join SCRAGS!	175

View pages and screens

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	7K
session_start	4.4K
user_engagement	3.9K
first_visit	3.3K
scroll	1.7K
click	136
file_download	95

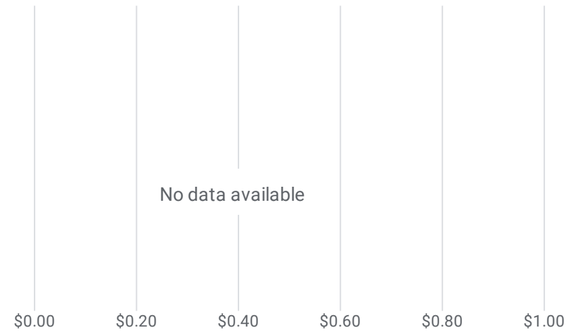
View events

Key events by Event name

EVENT NAME	KEY EVENTS

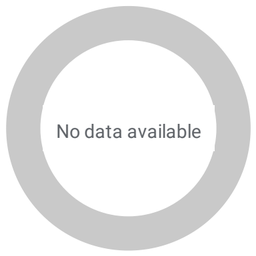
No data available

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



View user acquisition cohorts

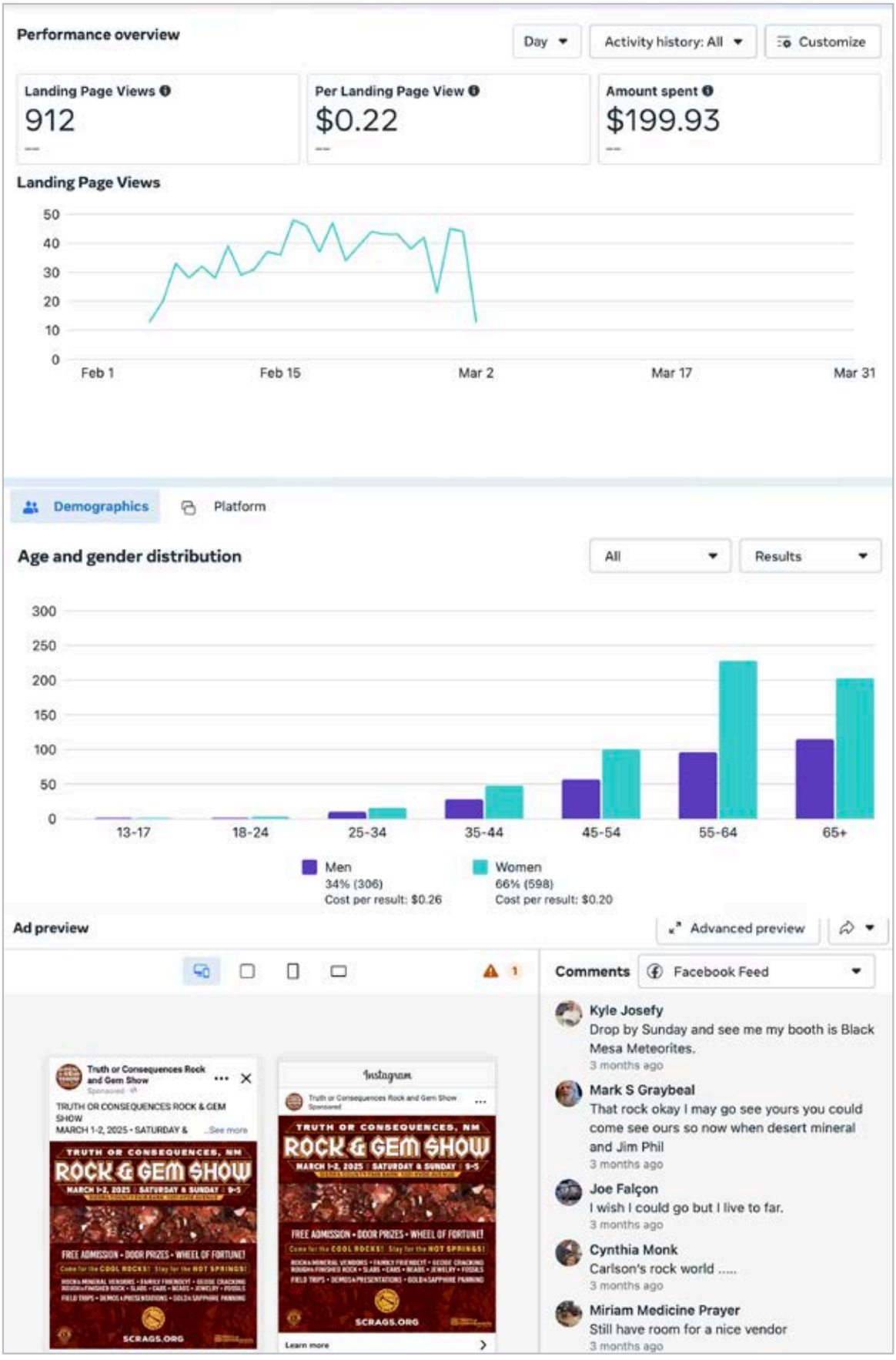
Key events by Platform



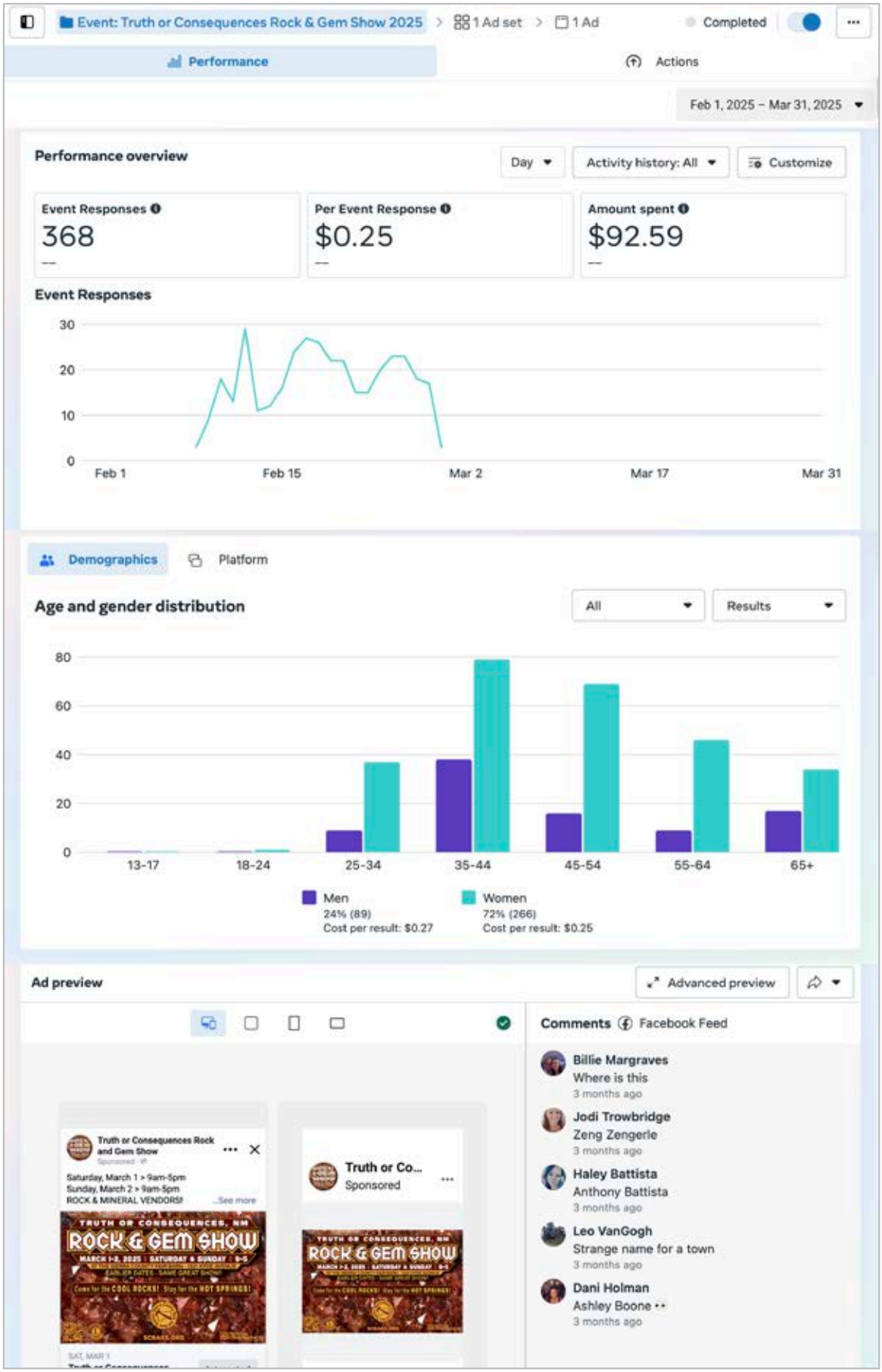
View tech details

© 2025 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

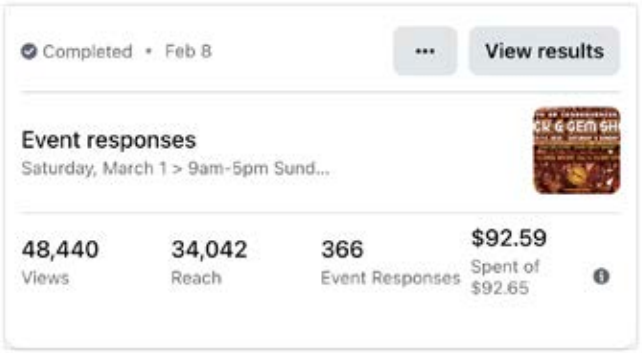
Save the date fb ad & stats - meta

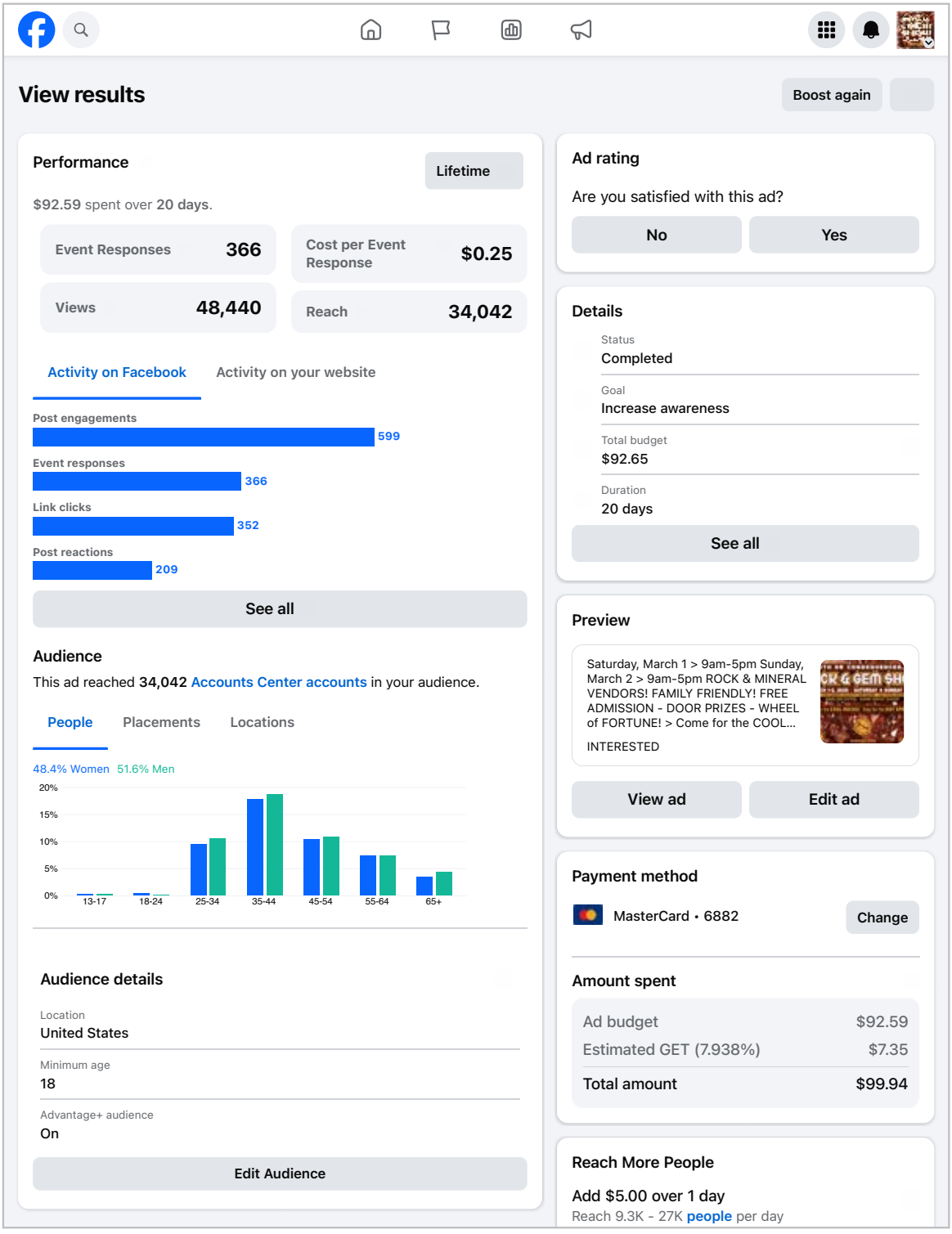


Event page fb ad & stats - meta

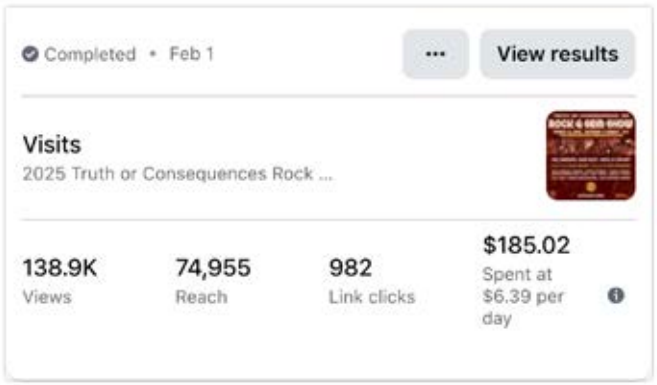


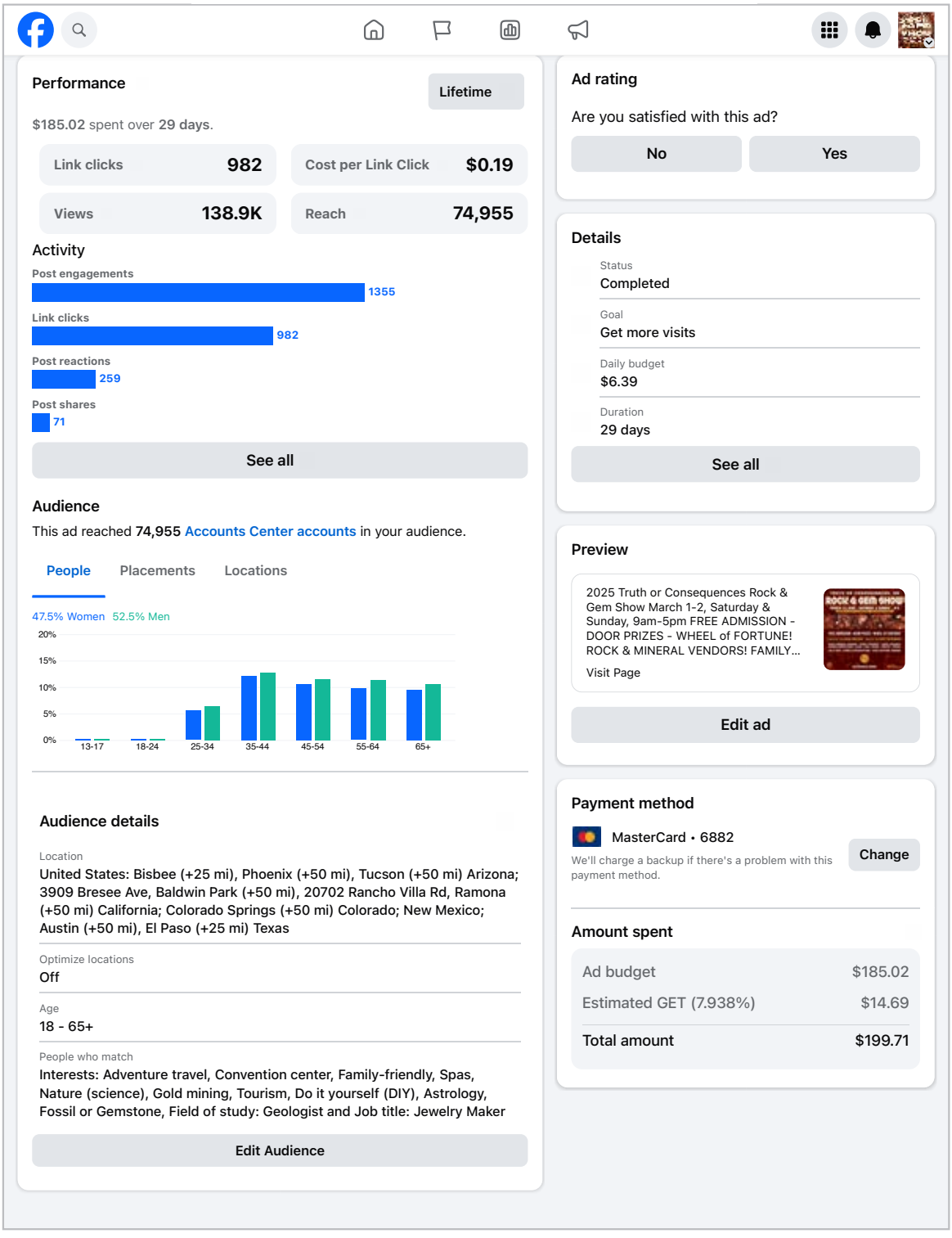
Event page fb ad & stats - not meta





Gen show fb ad & stats - not meta







Advertiser Report

Prepared on
March 19, 2025

Performance from
02/15/2025 to **03/02/2025**

SCRAGS - Premium Bilboard - 2025 TorC show - 1170x250

#1132543

VIEWS	HOVERS	CLICKS
16,613	452	16

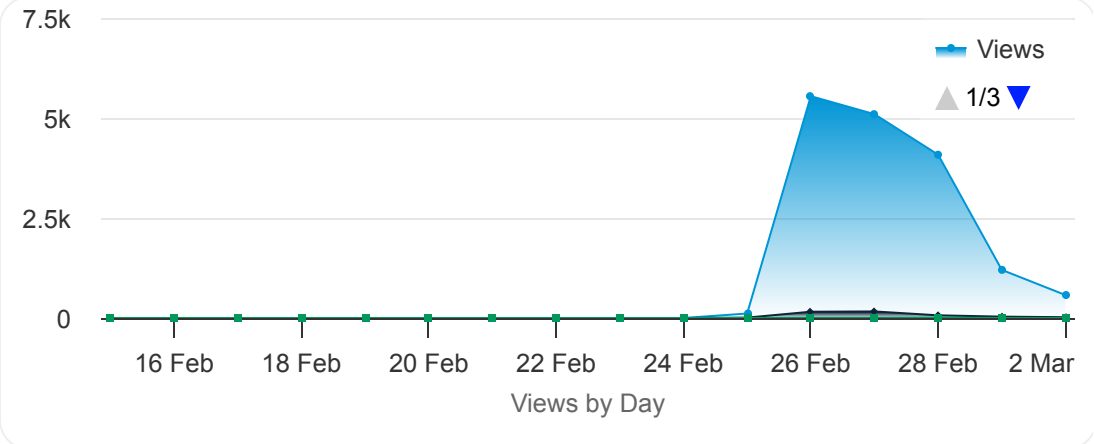


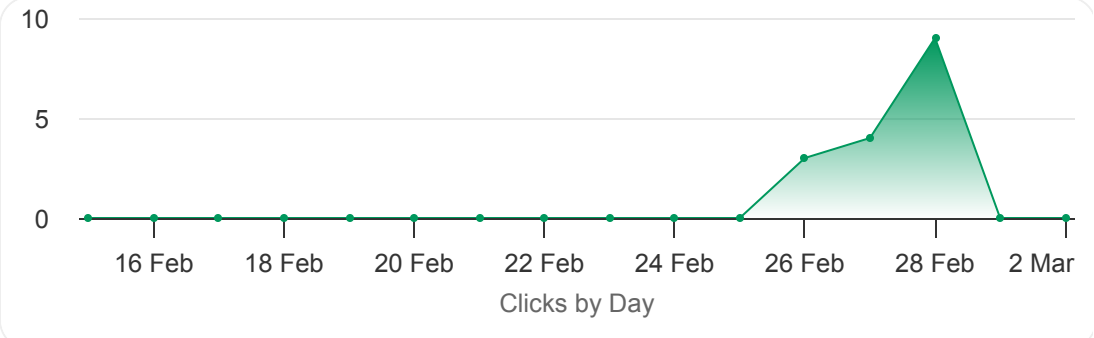
Click Rate

0.096%

GREAT

Above average performance. The global average display ad performance is 0.06%, according to benchmarks at Google.





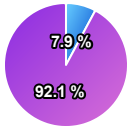
Most Viewed Day of the Week

Wednesday

Most Viewed Time of the Day

12:00pm

2x
the Industry Average



Last Update: 26 Feb 2025 - 09:38

Reported period: Month Jan 2025 OK

Summary

Reported period Month Jan 2025
First visit 01 Jan 2025 - 00:05
Last visit 31 Jan 2025 - 23:41

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	**6,484**	**8,838** (1.36 visits/visitor)	**28,156** (3.18 Pages/Visit)	**61,939** (7 Hits/Visit)	**2.22 GB** (262.87 KB/Visit)
Not viewed traffic *			**75,860**	**100,822**	**3.17 GB**

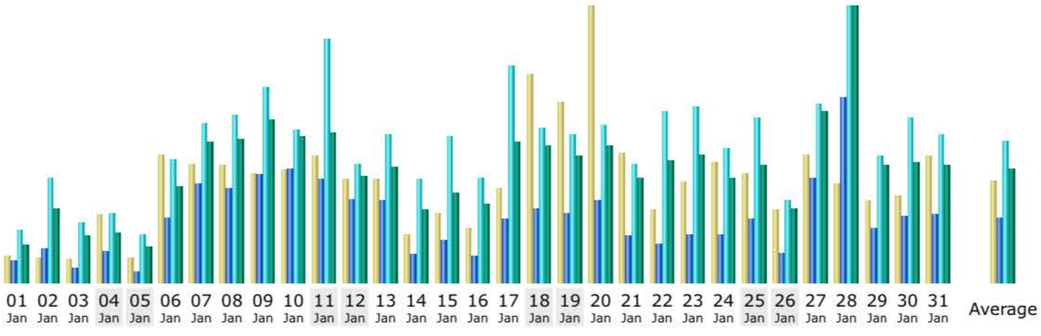
* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2025	6,484	8,838	28,156	61,939	2.22 GB
Feb 2025	5,724	7,074	15,784	41,809	1.46 GB
Mar 2025	0	0	0	0	0
Apr 2025	0	0	0	0	0
May 2025	0	0	0	0	0
Jun 2025	0	0	0	0	0
Jul 2025	0	0	0	0	0
Aug 2025	0	0	0	0	0
Sep 2025	0	0	0	0	0
Oct 2025	0	0	0	0	0
Nov 2025	0	0	0	0	0
Dec 2025	0	0	0	0	0
Total	12,208	15,912	43,940	103,748	3.67 GB

Days of month



Day	Number of visits	Pages	Hits	Bandwidth
01 Jan 2025	74	304	734	23.69 MB
02 Jan 2025	69	490	1,467	47.19 MB
03 Jan 2025	65	205	841	29.87 MB
04 Jan 2025	191	440	987	31.80 MB
05 Jan 2025	71	158	685	23.55 MB
06 Jan 2025	358	923	1,742	61.83 MB
07 Jan 2025	333	1,394	2,235	89.41 MB
08 Jan 2025	328	1,326	2,346	91.65 MB
09 Jan 2025	310	1,509	2,739	104.51 MB
10 Jan 2025	316	1,601	2,135	93.65 MB
11 Jan 2025	354	1,448	3,408	95.82 MB
12 Jan 2025	293	1,178	1,663	68.48 MB
13 Jan 2025	291	1,146	2,086	73.78 MB
14 Jan 2025	136	408	1,454	46.27 MB
15 Jan 2025	197	582	2,050	57.44 MB
16 Jan 2025	151	377	1,480	50.42 MB
17 Jan 2025	265	903	3,054	90.30 MB
18 Jan 2025	582	1,043	2,172	87.90 MB
19 Jan 2025	506	978	2,072	81.32 MB
20 Jan 2025	776	1,155	2,195	87.45 MB
21 Jan 2025	363	664	1,666	66.83 MB
22 Jan 2025	206	555	2,394	78.08 MB
23 Jan 2025	284	669	2,458	82.18 MB
24 Jan 2025	337	670	1,876	67.65 MB
25 Jan 2025	310	885	2,320	75.48 MB

2024-2025 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	Sierra County Rock and Gem Society, SCRAGS, local non-profit in good standing
Project/Event Name	Truth or Consequences Rock and Gem Show
Event Date(s) and Location (if applicable)	March 7-8, 2026 Sierra County Fair Barn
Event Organizer & Title within Organization (if applicable)	Megan Holden SCRAGS Show Committee Chair
Phone Number of Organizer	978-335-2899
Email of Organizer	scragssierracounty@gmail.com
Organization Address	SCRAGS PO Box 766 Elephant Butte, NM 87935
Organization's Contact Person (If different than event organizer)	Dan Lorimier SCRAGS Club Secretary
Contact Phone and Email for Organization's Contact Person	575-740-2927 dlorimier1948@gmail.com

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

Amount Requested: **(Must match application page 4)**	**$6,800** We will be submitting an additional proposal in August.
Anticipated Attendance (not including volunteers/staff):	2,500+

PART 3: CRITERIA

Was this project/event funded in 2025? Yes

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

2023, 2024, 2025

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

The 2026 Truth or Consequences Rock and Gem Show will be our fourth annual event featuring over 30 vendors selling rocks and gems, jewelry and related items, field trips geared to the public and rockhounding enthusiasts alike, and fun activities for kids. There will be additional activities including gold and sapphire panning, educational presentations and demonstrations.

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

People of all ages. People interested in outdoor activities, rocks and minerals, and those looking to learn something new. Rock and gem shows are a great place to buy unique gifts. Mineral collectors are also a target audience. Kids also love to learn new things.

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

All of New Mexico, northern Texas, Arizona, Colorado. Other similar shows in NM draw people from all over. Vendors will also take our postcards to their shows in other states.

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

80%. Postcards and posters will be mailed and hand-delivered to other rock and gem shows, the numerous rock and gem shops and clubs throughout NM and surrounding states, and other targeted locations throughout the area. Vendors take postcards to other shows. With your support, we will continue to advertise in New Mexico Magazine. We believe this has been essential to the show's success.

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:

This is the fourth year of an annual event with free admission. We plan to judge success by increased hotel stays, attendance, funds generated for our non-profit club and our vendors, and vendor satisfaction. Also, the excitement of attendees! Our main goal is to increase the public's interest in geology, mineral collecting, and the outdoors. We are including a number of family friendly activities to inspire the next generation. Introducing those from outside Sierra County to the hot springs and unique offerings of the area will hopefully bring them back again and again!

We plan to count attendees and will track club income. We will collect attendees' email addresses to be notified about next year's event, in order to enter for the door prizes. On this ticket, we will ask whether the attendee stayed overnight in TorC, as we did at this year's show. We will share all of these metrics with the City.

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

SCRAGS currently has over 2,000 Facebook followers. The page for the 2025 show has over 800 followers. We do not have an Instagram account as of yet.

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?

We do plan to sell advertising next year. Our volunteers were extremely successful in soliciting sponsorships this year. We collected $4,600. We hope to collect a similar amount next year. Our show brings a large number of people to TorC, so we hope local businesses will continue to be enthusiastic about supporting us.

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

Analytics are 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 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**
M Graphics	Graphic design	$3,000
Ready Web Services	Web design and maintenance	$2,500
GotPrint	Printing of postcards and posters	$700
USPS, UPS	Postage for postcards and posters	$300
Mineral show websites	Online advertising	$300
TOTAL AMOUNT REQUESTED: Must match page 1.		**$6,800**

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: Megan Holden Show Chair

Signature: MHolden

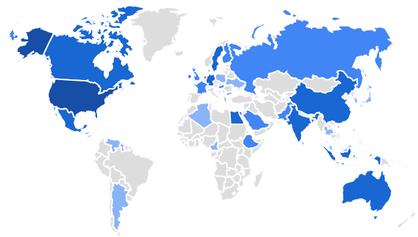
Date: 6/18/25

Reports snapshot

Active users 4.9K | New users 4.9K | Average engagement time per active u: 50s



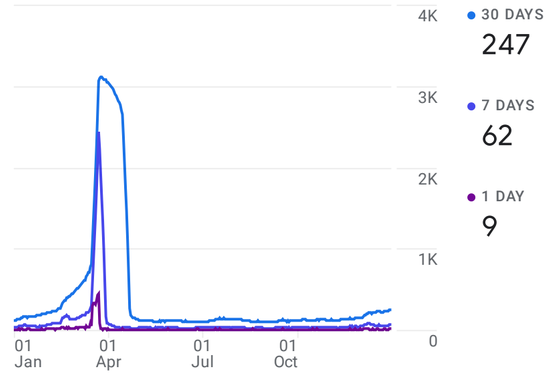
Active users by Country



COUNTRY	ACTIVE USERS
United States	4.7K
China	41
Germany	31
Canada	17
India	17
Ireland	16
Sweden	15

View countries

User activity over time



30 DAYS 247
7 DAYS 62
1 DAY 9

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Sierra County Rock & Gem Society	2.3K
2024 Truth or Consequences Rock & ...	2K
Directions and Accommodations - Si...	1.9K
Field Trips - Sierra County Rock & Ge...	572
2024 Rock & Gem Show Vendors - Si...	351
Rock & Gem Show Schedule of Event...	288
Contact - Sierra County Rock & Gem ...	259

View pages and screens

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	9.3K
session_start	6.1K
user_engagement	5K
first_visit	4.9K
scroll	2.6K
click	286
file_download	152

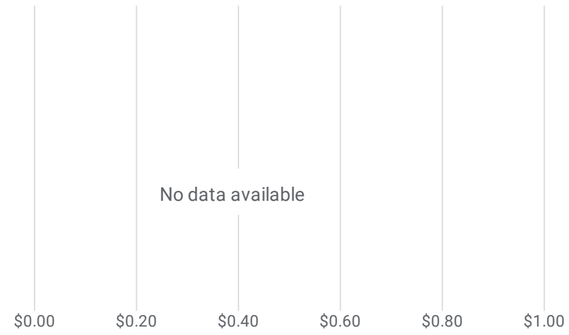
View events

Key events by Event name

EVENT NAME	KEY EVENTS

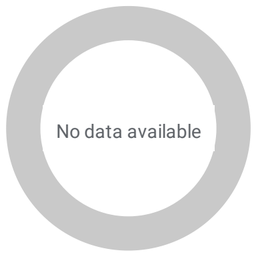
No data available

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



View user acquisition cohorts

Key events by Platform



View tech details

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