

Lodgers' Tax Agenda



Chairperson

Jack Robertson

Members

Oscar Gonzalez

Haily Hunter

Dean Miniacci

Rachael Moon

October 9, 2019



CITY OF HOBBS
LODGERS' TAX BOARD

DEAN MINIACCI

RACHAEL MOON

OSCAR GONZALEZ

JACK ROBERTSON

A G E N D A

Agenda for the regular meeting of the Lodgers' Tax Board to be held on Wednesday, October 9, 2019, at 3:00 p.m., in the City Commission Chambers, 200 East Broadway, 1st Floor Annex, Hobbs, New Mexico.

1. Roll Call
2. Approval of Minutes:
 - *April 10, 2019*
3. Communications from Citizens
4. Discussion
 - *Financial Report*
5. Requests for Funding:
 - Economic Development Corporation of Lea County
Fly Hobbs Advertising Campaign
 - City of Hobbs Convention & Visitors Bureau
Hobbs Tree Lighting
 - City of Hobbs Parks and Recreation Department
Hobbs Downtown Slam & Jam Gus Macker Tournament
 - City of Hobbs Rockwind Community Links
Colorado Golf Show

"Notice is hereby given that a potential quorum of the Hobbs City Commission may be in attendance at this meeting."

6. Event Summary

- City of Hobbs
TRAPS Conference
- City of Hobbs
NMRPA Conference

7. Emergency Hearing

8. Adjournment

"Notice is hereby given that a potential quorum of the Hobbs City Commission may be in attendance at this meeting."

Minutes of the meeting of the Lodgers' Tax Board held on Wednesday, April 10, 2019, at 3:00 p.m. in the Commission Chambers at City Hall, 1st Floor Annex Building, Hobbs, New Mexico.

The following members were present:

Haily Hunter
Rachael Moon
Jack Robertson
Oscar Gonzalez
Dean Miniacci

Also Present: City Commissioner Patricia Taylor
City Commissioner Joseph Calderón
City Commissioner Don Gerth
City Commissioner Christopher Mills
Toby Spears, Finance Director
Meghan Mooney, Communications Director
Barry Young, Deputy Fire Chief
Valerie Chacon, Assistant City Attorney
Mollie Maldonado, Deputy City Clerk
28 Citizens

Approval of Minutes

Chairperson Jack Robertson moved that the minutes of the regular meeting held January 9, 2019, be approved as presented. Ms. Rachael Moon seconded the motion. All members present voted aye.

Chairperson Robertson requested to change the order of the request to hear Cycle City Promotions-Kicker Arenacross/Monster Truck due to the requester having to travel back to Oklahoma.

Communications from Citizens

Ms. Linda Boes introduced herself as the newly appointed Lea County United Way Director.

Financial Report

Mr. Toby Spears, Finance Director, presented the revenue report and explained the funding cycles for the Lodgers' Tax Fund. He stated the ending balances as of March 31, 2019, are as follows:

Ending Cash Balance	\$1,942,186.12
Year to Date Expenditures	\$ 675,319.47
Available for Profit, Non-Profit & Public Entities	\$ 276,584.11
Available for Local Government (City and County)	\$ 553,168.22

Available for Fire, EMS & Sanitation	\$ 291,327.92
Available for Airline Subsidy	\$ 632,648.24

Mr. Spears explained the approved lodgers' tax allocation percentages based on the City current ordinance as follows:

- ▶ 15% for public safety and City incurred sanitation cost;
- ▶ 20% advertising and promotion of events for non-profit and for-profit organizations and public entities with no one event exceeding \$25,000.00;
- ▶ 25% support of Airport Commercial Air Service at the Lea County Airport; and
- ▶ 40% for advertising, promoting, marketing of events for the City of Hobbs and Lea County.

Mr. Spears reviewed the annual and monthly collection amounts.

Chairperson Robertson welcomed Commissioners Gerth and Taylor, as well as Ms. Marrison Aurelio as Commissioner Mills representative to today's meeting.

Requests for Funding

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

EDC of Lea County

Original Request	Lodgers' Tax Board Recommendation
\$107,000.00	\$107,000.00

Mr. Gonzalez moved that the funding to the EDC of Lea County be forwarded to the Hobbs City Commission for consideration in the amount of \$107,000.00 for the Fly Hobbs Advertising Campaign. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.

City of Hobbs Rockwind Community Links Golf Course - Marketing

Original Request	Lodgers' Tax Board Recommendation
\$88,675.00	\$88,675.00
<p>Ms. Moon moved that the funding to the City of Hobbs Rockwind Community Links Golf Course be forwarded to the Hobbs City Commission for consideration in the amount of \$88,675.00 for marketing. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez abstain, Miniacci yes. The motion carried.</p>	

City of Hobbs CORE - Marketing

Original Request	Lodgers' Tax Board Recommendation
\$179,350.00	\$179,350.00
<p>Mr. Miniacci moved to recommend the funding to the City of Hobbs CORE be forwarded to the Hobbs City Commission for consideration in the amount of \$179,350.00 for marketing. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.</p>	

City of Hobbs - Parks & Recreation Department

Original Request	Lodgers' Tax Board Recommendation
\$13,825.00	\$13,825.00
<p>Ms. Hunter moved to recommend the funding to the City of Hobbs Parks & Recreation Department be forwarded to the City of Hobbs Commission for consideration in the amount of \$13,825.00 for the 2019 NM Recreation and Parks Association's (NMRPA) State Conference. Ms. Rachael Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez abstain, Miniacci yes. The motion carried.</p>	

Lea County Fair & Rodeo Board - Lea County Fair & PRCA Rodeo Concert

Original Request	Lodgers' Tax Board Recommendation
\$108,330.00	\$108,330.00

Mr. Miniacci moved to recommend funding to the Lea County Fair & Rodeo Board be forwarded to the Hobbs City Commission for consideration in the amount of \$108,330.00 for the Lea County Fair & PRCA Rodeo Concert. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.

Cycle City Promotions - Kicker Arenacross & Kicker Monster Truck Shows

Original Request	Lodgers' Tax Board Recommendation
\$96,340.00	\$50,000.00

Mr. Miniacci moved to recommend funding for Cycle City Promotions to the Hobbs City Commission for consideration in the amount of \$50,000.00 for the Kicker Arenacross Show and Kicker Monster Truck Show. Chairperson Robertson seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.

Tuff Hedeman Championship Bull Riding

Original Request	Lodgers' Tax Board Recommendation
\$20,000.00	\$20,000.00

Ms. Hunter moved to recommend the funding to Tuff Hedeman Championship Bull Riding be forwarded to the Hobbs City Commission for consideration in the amount of \$20,000.00. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.

Impacto- JAG Promotions, LLC

Original Request	Lodgers' Tax Board Recommendation
\$9,500.00	\$9,500.00

Ms. Hunter moved to approve funding for Impacto JAG Promotions, LLC, in the amount of \$9,500.00 for Barak En Hobbs. Mr. Oscar Gonzalez seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.

Juneteenth Committee

Original Request	Lodgers' Tax Board Recommendation
\$9,800.00	\$9,800.00
Ms. Moon moved to recommend the funding to the Juneteenth Committee in the amount of \$9,800.00 for the Hobbs Juneteenth Celebration. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.	

Hobbs Chamber of Commerce - Hobbs August Nites (partnering with Hobbs Hispano Chamber

Original Request	Lodgers' Tax Board Recommendation
\$91,860.00	\$91,860.00 (Not Approved)
Ms. Hunter moved to recommend funding to the Hobbs Chamber of Commerce Board be forwarded to the Hobbs City Commission for consideration in the amount of \$91,860.00 for Hobbs August Nites. Chairperson Robertson seconded the motion and the vote was recorded as follows: Moon abstain, Hunter yes, Robertson yes, Gonzalez abstain, Miniacci abstain. The motion failed.	

Chairperson Robertson stated the motion for the Hobbs Chamber of Commerce request failed due to Lodgers' Tax Board members also being members of the Hobbs Chamber of Commerce and Hobbs Hispano Chamber. He recommended the request for the Hobbs Chamber of Commerce for Hobbs August Nites be forwarded to the Hobbs City Commission for consideration of award.

Hobbs Chamber of Commerce - Hobbs Holiday Tournament

Original Request	Lodgers Tax Board Recommendation
\$15,618.00	\$15,618.00
Ms. Moon moved to recommend funding to the Hobbs Chamber of Commerce Board be forwarded to the Hobbs City Commission for consideration in the amount of \$15,618.00 for the Hobbs Holiday Tournament. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez abstain, Miniacci abstain. The motion passed.	

Hobbs Chamber of Commerce - feBREWary Fest

Original Request	Lodgers Tax Board Recommendation
\$12,002.50	\$12,002.50
<p>Chairperson Robertson moved to recommend funding to the Hobbs Chamber of Commerce Board be forwarded to the Hobbs City Commission for consideration in the amount of \$12,002.50 for the feBREWary Fest. Mr. Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez abstain, Miniacci abstain. The motion passed.</p>	

Hobbs Hispano Chamber of Commerce Foundation- Mariachi Christmas

Original Request	Lodgers' Tax Board Recommendation
\$20,000.00	\$20,000.00
<p>Mr. Miniacci moved to recommend funding for Hobbs Hispano Chamber of Commerce Foundation be forwarded to the Hobbs City Commission for consideration in the amount of \$20,000.00 for Mariachi Christmas. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon abstain, Hunter yes, Robertson yes, Gonzalez abstain, Miniacci yes. The motion carried.</p>	

Hobbs Hispano Chamber of Commerce Foundation- Fiesta de Septiembre

Original Request	Lodgers' Tax Board Recommendation
\$25,000.00	\$25,000.00
<p>Mr. Miniacci moved to recommend funding for the Hobbs Hispano Chamber of Commerce Foundation be forwarded to the Hobbs City Commission for consideration in the amount of \$25,000.00 for Fiestas De Septiembre. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon abstain, Hunter yes, Robertson yes, Gonzalez abstain, Miniacci yes. The motion carried.</p>	

Hobbs Kennel Club (HNMKC)

Original Request	Lodgers' Tax Board Recommendation
\$3,200.00	\$3,200.00
<p>Ms. Hunter moved to approve funding to the Hobbs NM Kennel Club (HNMKC) in the amount of \$3,200.00 for the AKC Registered Dog Shows. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.</p>	

Southwest Symphony, Inc.

Original Request	Lodgers' Tax Board Recommendation
\$70,733.50	\$70,733.50
<p>Ms. Moon moved to recommend the funding to the Southwest Symphony, Inc. be forwarded to the Hobbs City Commission for consideration in the amount of \$70,733.50 for the Southwest Symphony 2019-2020. Mr. Gonzalez seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.</p>	

United Way of Lea County

Original Request	Lodgers' Tax Board Recommendation
\$10,000.00	\$10,000.00
<p>Ms. Moon moved to approve funding for the United Way of Lea County in the amount of \$10,000.00 for the 2nd Annual United Way of Lea County Benefit Concert. Ms. Haily Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.</p>	

Hobbs USSSA

Original Request	Lodgers' Tax Board Recommendation
\$36,500.00	\$36,500.00
<p>Ms. Moon moved to recommend the funding for the Hobbs USSSA be forwarded to the Hobbs City Commission for consideration in the amount of \$36,500.00 for the FY 2019/2020 Events. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.</p>	

Hobbs and Permian Basin USSSA

Original Request	Lodgers' Tax Board Recommendation
\$162,525.00	\$162,525.00
<p>Ms. Moon moved to recommend the funding for the Hobbs and Permian Basin USSSA to be forwarded to the Hobbs City Commission for consideration in the amount of \$162,525.00 for the FY 2019/2020 Events. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.</p>	

Western Heritage Museum Complex

Original Request	Lodgers' Tax Board Recommendation
\$54,635.00	\$54,635.00
Mr. Miniacci moved to recommend the funding for the Western Heritage Museum Complex be forwarded to the Hobbs City Commission for consideration in the amount of \$54,635.00 for the Western Heritage Museum Complex. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.	

Cinco de Mayo Fiesta Committee

Original Request	Lodgers' Tax Board Recommendation
\$15,000.00	\$15,000.00
Mr. Gonzalez moved to recommend the funding for the Cinco de Mayo Fiesta Committee be forwarded to the Hobbs City Commission in the amount of \$15,000.00 for the 2020 Cinco de Mayo Festival. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.	

Hobbs Quarterback Club

Original Request	Lodgers' Tax Board Recommendation
\$9,800.00	\$9,800.00
Ms. Moon moved to approve funding to the Hobbs Quarterback Club in the amount of \$9,800.00. Ms. Hunter seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried.	

Ms. Moon expressed the importance of organizations reaching out to hoteliers to assist in getting more accurate numbers of overnight lodgers from these events.

Upon the request of Ms. Moon, Ms. Meghan Mooney, Communications Director, stated the data collected by the United States Census is critical to the objectives and mission for growth of the City of Hobbs and surrounding areas. She stated by supporting the dissemination of education regarding the 2020 Census and collaborating with identifiable community leaders through a Complete Count Committee (Committee), the United States Census Bureau predicts a community will achieve a higher volume of self-reporting. Ms. Mooney stated a Census Committee has been formed to create awareness throughout the community. She emphasized that data collected from residents of Hobbs is confidential and is not shared with other agencies.

Adjournment

There being no further business or comments, Chairperson Robertson moved that the meeting adjourn. Ms. Moon seconded the motion and the vote was recorded as follows: Moon yes, Hunter yes, Robertson yes, Gonzalez yes, Miniacci yes. The motion carried. The meeting adjourned at 6:10 p.m.

Chairperson

EDC

"Fly Hobbs Advertising Campaign"



City of Hobbs
Quarterly Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2019 - 06/30/2020

The City of Hobbs and the Hobbs City Commission wish to ensure that your events have the greatest chance of success. The following guidelines have been adopted by the City Commission to outline procedures for the annual expenditures of Lodgers' Tax funds.

1. The City of Hobbs is accountable to the City Commission for Lodgers' Tax Funds and is responsible for the placement of any orders involving expenditures of Lodgers' Tax funds. The table below details eligible & non-eligible expenses per Ordinance # 1052


Eligible	Non-Eligible
Professional Performance Fees	Administrative Office Overhead
Sound and Lighting as Related to Performance	Website Costs
Advertising/Promotion	Real Property
Sanitation	Tangible Property


2. The organization requesting Lodgers' Tax funding shall designate a representative to serve in the capacity of spokesperson for that organization. The representative or designee must make all attempts to attend the Lodgers' Tax meeting or City Commission meeting as appropriate when requesting funding to answer questions.
3. All Requests for Proposal's (RFP's) for Lodgers' Tax annual funding must be received by **September 27, 2019** (This is to include all events to occur during the period indicated above for which your organization is requesting funding.)
4. A proposed budget must be submitted with the RFP for annual Lodgers' Tax funding explaining how fees and other revenues are to be used and include a detailed list of estimated expenses for any and all events on an annual basis.
5. Event Summaries from prior year funding will be required during the annual presentation process. Event summaries should include the number in attendance, the number of overnight stays and the actual revenue and expenditures. **Any unspent funding at the end of the funding cycle (05/01/2019-06/30/2020) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2020.**
6. In addition to the above listed criteria, organizations requesting funding may be asked to provide the following information:
 - Proof of non-profit status and copy of last years IRS form 990
 - Proof of agency good standing with the NM Corporation Commission
 - Proof of Workers-Comp or Liability Insurance Coverage

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

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


 Representative


 Name of Organization


 date

Received at City Hall: _____
 (date and time)

RECEIVED

SEP 27 2019

**OFFICE OF THE CITY CLERK
 HOBBS, NEW MEXICO**

**Request for Lodgers' Tax Assistance
Contact Information**

Organization	Economic Development Corporation of Lea County
Name of Contact	Missi Currier, CEO/President, Geni Cavanaugh, Director of Marketing
Address	200 E. Broadway St., Ste A201
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	575.318.5602
email	

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships	**Please see attached Budget					-
	Sales						-
	Donations						-
	Prior Year Carryover						-
	Other (please explain)						-
	Total Income	-	-	-	-	-	-
		Event 1	Event 2	Event 3	Event 4	Event 5	Total
	Cost of Sales Items						-
	Cost of Awards						-
	Building/Booth Rent						-
	Advertising						-
	Printing & Mailing						-
	Print Media						-
	Electronic Media						-
	Misc. (Please explain)						-
TOTAL	-	-	-	-	-	-	

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	-	-	-	-	-	-
Print Media	32,250.00	-	-	-	-	32,250.00
Electronic Media	34,660.00	-	-	-	-	34,660.00
Other	32,250.00	-	-	-	-	32,250.00
TOTAL LODGERS' TAX REQ. SUMMARY	99,160.00	-	-	-	-	99,160.00

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1 Event Information

Name of Event	Fly Hobbs Advertising Campaign		
Date	October 14, 2019 - June 30, 2020		
Location	Eddy, Lea, NM Counties, Yokum, Gaines, Harris Counties, TX, Denver, Denver County, CO		
Description	This request is for marketing/advertising funds for 2019-2020 for the FlyHobbs Campaign with an addendum including the new route for Denver, CO. Please see attached for more information.		

Expected Attendance		# of Overnights	see attached
Is this an annual event?	yes	Is this a new event?	no

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

PRINT MEDIA				
			Cost	Total
	Name	# of ads		
Newspaper	Carlsbad Local, Jal Record, Eunice Post, A	15	2,150.00	32,250.00
	Denver Post, Albuquerque, Denver, Houst			-
	SUBTOTAL			32,250.00
Magazine/Other				-
				-
	SUBTOTAL			-
			TOTAL PRINT MEDIA	32,250.00

ELECTRONIC MEDIA				
			Cost	Total
	Name	# of spots		
Radio				-
Television				-
Social Media	Facebook /Google Advertising	20	1,733.00	34,660.00
				-
			TOTAL ELECTR. MEDIA	34,660.00

OTHER EXPENSE				
			Cost	Total
	Name	# of item		
Professional Performance Fees	n/a			-
Sound and Lighting Costs	n/a			-
Sanction Fees	n/a			-
Promotional Items (eg: tshirts, rings, etc.)	Promotional Advertising/FlyHobbs ASI	1	27,000.00	27,000.00
Other: (please list)	Reserve Digital or Print			-
	Media One Time advertising			-
	Production/Design	1	5,250.00	5,250.00
				-
				-
			TOTAL OTHER EXPENSE	32,250.00

TOTAL REQUEST FOR EVENT 1	99,160.00
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Instructions: Please complete all areas of ORANGE that apply.

**EDC OF LEA COUNTY FlyHobbs Campaign
JULY 2019 - JUNE 2020**

	EDCLC									
FLY HOBBS	MISC.	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	TOTAL
Print										
Eunice Record		\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$800
Jal Record		\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$880
Carlsbad Local		\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$3,200
Denver Post		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$8,000
Artesia Daily Press		\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$880
Denver Business Journal		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$8,000
Houston Business Journal		\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$6,000
Albuquerque Business Journal		\$4,500								\$4,500
Digital										
Facebook		\$1,333	\$1,333	\$1,333	\$1,333	\$1,333	\$1,333	\$1,333	\$1,333	\$10,667
Google		\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$24,000
Production & Management										
Print Ad Design	\$1,250									\$1,250
Social Media/Digital Mngmnt		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$4,000
Promotional Advertising	\$17,000									\$17,000
Local Event /Misc Advertising	\$11,663									\$11,663
TOTAL FLYHOBBS	\$29,913	\$12,803	\$8,303	\$8,303	\$8,303	\$8,303	\$8,303	\$8,303	\$8,303	\$99,160

* \$100,000 Lodgers Tax EDCLC request will be leveraged with NM DOT matching funds grant to equal the \$193,000 addendum budget for the Fly to bolster success for the new Denver route and proliferate the success of the Houston route.

EDCLC Request for Continued Lodgers Tax Funding to FlyHobbs Marketing

Scheduled and growing United Airlines service to Lea County Regional Airport is critical to the growth and viability of the City of Hobbs' hospitality industry and our overall economy. A large percentage of the guests in local hotels use the air service to travel to Hobbs. Marketing the FlyHobbs service helps sustain awareness and will significantly elevate ridership which directly manifests into increased demand for lodging and other locally provided goods and services. Traditionally, FlyHobbs has only accommodated direct airfare to Houston. However, starting in October 2019, FlyHobbs will provide the addition of direct flights to Denver opening up an entirely new market for promotion, opportunity, and growth to benefit the City of Hobbs and Lea County.

The Economic Development Corporation of Lea County (EDCLC) is requesting an additional \$100,000 to appropriately market the addition of the Denver connection to ensure the route's success and bolster travel to the City of Hobbs. This addition will allow for matching funds that increases awareness of both the Denver and Houston flights through the Lodger's Tax Fund and the leveraged support of the New Mexico Department of Transportation Aviation Division marketing grant.

Background Information:

The current United Airlines service began in July of 2011 as the result of a collaborative initiative that began in early 2008 between the Economic Development Corporation of Lea County (EDC), City of Hobbs, Lea County, and other community organizations to bring air service to Lea County Regional Airport. Ridership over the past year has been at the highest level since the service began with over 46,000 passengers in 2018 alone. The percentage of inbound ridership is 52% of the total. In 2019, due to economic demands and an appropriate, efficient and aggressive FlyHobbs marketing campaign, ridership for the Houston flight has been over 80%.

In August of 2019, daily, direct, roundtrip flights from Hobbs to Denver were announced. The service between Hobbs and Denver will begin in October 2019. This flight opens up the opportunity to western and northern connections with over 350 destinations worldwide. The additional flight allows increased ease of travel to the City of Hobbs to experience and bolster business and tourism opportunities. In early booking numbers for the 2019 flight, seats are already booking out through early 2020. In order to make the flight as successful as possible, dollars are needed to aggressively ensure the success of the new route.

Because of the strong linkage of air service to the visitor industry, Lodgers Tax funding is requested for marketing the additional air service. Earlier this year, \$107,000 was requested to market the Houston route and assist with the airline subsidy. This additional ask will allow for appropriate marketing of the new route while still supporting and not detracting from the existing and successful Houston route.

Visitor Industry Benefit of Fly Hobbs:

A comprehensive 2014 study funded by New Mexico Department of Transportation and completed by Arizona State University estimated that the direct economic impact of the FlyHobbs passenger service

and airport (not including general aviation) to the local economy exceeds \$17 million per year. The 2014 study estimated 7,843 incoming passengers were visitors generating 36,077 visitor days and \$3.2 million in visitor spending. These estimates would almost certainly be higher currently due to the significantly increased ridership and the possibility of the new route.

The estimated demand that year from air service for hotel rooms was 25,250 room nights, in line with our current projections and growing. Area hotels visited over the past year through the EDCLC's Business Retention and Expansion Program continue to highlight the local air service as a critical cornerstone to much of their hospitality business. A large and diverse group of local businesses including hotels, restaurants, retail stores, and recreational/entertainment facilities benefit from visitor expenditures.

Along with energy sector use, local air travel is very beneficial to the University of the Southwest and New Mexico Junior College. Students, faculty and parents use FlyHobbs and it is an important recruitment tool for our colleges. The City of Hobbs, University of the Southwest, and New Mexico Junior College possess impressive athletic facilities which can be more fully utilized for regional and national tournaments in conjunction with the travel convenience provided by local scheduled air service. Particular opportunity is presented by the new Center of Educational Excellence (CORE) facility.

Incoming entertainers and attendees at area cultural events frequently use the air service.

Scheduled air service strengthens our area's competitiveness with other regional centers such as Midland, Roswell, Lubbock and Carlsbad for visitor lodging expenditures. The service is very important to Hobbs' hospitality industry and to our economic future.

Use of Lodger's Tax Funds:

EDCLC will aggressively market United Airlines flights' ridership through a multi-faceted marketing campaign directed at southeast New Mexico counties, adjacent Texas counties, throughout Denver County, CO, and surrounding areas, and oil and gas basins accessed through the Denver and Houston connections. The accompanying budget lists specific expenditures planned. City of Hobbs Lodgers Tax funds will be leveraged a 50-50 basis with New Mexico Department of Transportation Aviation Division marketing funds.

EDCLC's staff has strong experience in marketing, graphics design, social media, research, and other subject areas important to planning and implementation of an effective campaign to expand ridership. In addition, a professional advertising agency, Wilson-Binkley retained in December, 2016, will continue to assist in development of both traditional and social media advertising, and provide data reports

The ongoing campaign involves traditional media such as radio, newspaper, and static/digital billboards. The social media component has been significantly expanded with advertising on Facebook, Twitter and Instagram. Measurement tools such as Google Analytics and AdWords are employed to gauge results and direct any needed changes.

FlyHobbs marketing and ridership continues to be vital to the growth and vitality of Hobbs' hospitality industry. Lodger's Tax support is needed and requested in order to effectively carry out that marketing to further bolster economic growth to the City of Hobbs.

City of Hobbs Convention & Visitors Bureau

"Hobbs Tree Lighting"



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2019 - 06/30/2020

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1. The City of Hobbs is accountable to the City Commission for Lodgers' Tax Funds and is responsible for the placement of any orders involving expenditures of Lodgers' Tax funds. The table below details eligible & non-eligible expenses per Ordinance # 1052

Eligible	Non-Eligible
Professional Performance Fees Sound and Lighting as Related to Performance	Administrative Office Overhead
Advertising/Promotion Items	Website Costs
Sanitation	Real Property
Sanction Fees	Tangible Property

For internal control purposes of lodgers' tax funds, the organization must provide valid proof of expenditures and contracts. Cash transactions by the organization (eg: cash currency payments to individuals) will not be considered valid. All invoices and contracts must be legible. The Finance Department may ask the organization to provide a W-9 for a vendor, cleared check, bank statement or other documentation to determine whether or not the transaction is valid for lodgers' tax.

2. The organization requesting Lodgers' Tax funding shall designate a representative to serve in the capacity of spokesperson for that organization. The representative or designee must make all attempts to attend the Lodgers' Tax meeting or City Commission meeting as appropriate when requesting funding to answer questions.
3. All Requests for Proposal's (RFP's) for Lodgers' Tax **annual** funding must be received by **March 15, 2019**. (This is to include all events to occur during the period indicated above for which your organization is requesting funding.)
4. A proposed budget must be submitted with the RFP for annual Lodgers' Tax funding explaining how fees and other revenues are to be used and include a detailed list of estimated expenses for any and all events on an annual basis.
5. Event Summaries from prior year funding will be required during the annual presentation process. Event summaries should include the number in attendance, the number of overnight stays and the actual revenue and expenditures. **Any unspent funding at the end of the funding cycle (05/01/2019-06/30/2020) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2020.**
6. In addition to the above listed criteria, organizations requesting funding may be asked to provide the following information:

- Proof of non-profit status and copy of last years IRS form 990
- Proof of agency good standing with the NM Corporation Commission
- Proof of Workers-Comp or Liability Insurance Coverage

RECEIVED

SEP 30 2019

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

OFFICE OF THE CITY CLERK
HOBBS, NEW MEXICO

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

Tanya Sanchez
Representative

City of Hobbs C.V.B
Name of Organization

9/30/19
date

**Request for Lodgers' Tax Assistance
Contact Information**

Organization	City of Hobbs
Name of Contact	Tanya Sanchez
Address	200 E Broadway
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	(575)391-4178
email	tsanchez@hobbsnm.org

Event Budget

Income		Event 1	Event 2	Event 3	Event 4	Event 5	Total
	Sponsorships	25,000.00					
Sales	-						-
Donations	-						-
Prior Year Carryover	-						-
Other (please explain)							-
Total Income	25,000.00	-	-	-	-	-	25,000.00

EXPENSE (NON- LODGERS' TAX		Event 1	Event 2	Event 3	Event 4	Event 5	Total
	Cost of Sales Items						
Cost of Awards							-
Building/Booth Rent							-
Advertising							-
Printing & Mailing							-
Print Media							-
Electronic Media							-
Misc. (Please explain)	Horse and Carriage	5,250.00					5,250.00
	Christmas Lights	25,000.00					25,000.00
	Children Villiage Material	3,500.00					3,500.00
Total NON- LODGERS' Exp.		33,750.00	-	-	-	-	33,750.00

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	2,300.00	-	-	-	-	2,300.00
Print Media	3,765.00	-	-	-	-	3,765.00
Electronic Media	3,900.00	-	-	-	-	3,900.00
Other	8,850.00	-	-	-	-	8,850.00
TOTAL LODGERS' TAX REQ. SUMMARY	18,815.00	-	-	-	-	18,815.00

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	Hobbs Tree Lighting
Date	12/07/19
Location	Shipp Street Plaza, Hobbs, New Mexico
Description	There will be many free activities for all ages, including music, photos with Santa, free horse carriage rides, food vendors, and so much more. We will be gathering unwrapped toys that will be donated to Hobbs Fire Department Toy Drive .

Expected Attendance	500+	# of Overnights	50
Is this an annual event?	Yes	Is this a new event?	No

PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
Posters (save-the-date)	3.00	100	300.00	Flyers			0.00
			-		Tickets		
Programs							
	SUBTOTAL				SUBTOTAL		
			300.00				-
	Cost	Quantity	Total				
Mailings	0.40	5,000	2,000.00		TOTAL PRINTING COSTS		
							2,300.00

PRINT MEDIA

	Name	# of ads	Cost	Total
Newspaper	Hobbs News-Sun	6	350.00	2,100.00
	Artesia Daily	5	111.00	555.00
	SUBTOTAL			2,655.00
Magazine/Other				
	Awesome Graphics Banners	4	160.00	640.00
	Awesome Graphics Banners	2	235.00	470.00
	SUBTOTAL			1,110.00
TOTAL PRINT MEDIA				3,765.00

ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio	MTD	180	5.00	900.00
	Noalmark	240	10.00	2,400.00
Television				-
Social Media				-
	Facebook charged per day	60	10.00	600.00
	Instragram			-
TOTAL ELECTR. MEDIA				3,900.00

OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees	Accidental Harmony Christmas Carolers	1	150.00	150.00
Sound and Lighting Costs	Q Systems Music and Sounds	1	600.00	600.00
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)	Give Aways from COH hand warmers	500	3.50	1,750.00
	Free Photos with Santa Clause	500	2.50	1,250.00
Other: (please list)	Photography	1	350.00	350.00
	Jay and Jay Rentals portable restrooms a	1	250.00	250.00
	Prewitt Media Marketing-Christmas/Ne	1	4,500.00	4,500.00
				-
				-
				-
TOTAL OTHER EXPENSE				8,850.00

TOTAL REQUEST FOR EVENT 1	18,815.00
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Instructions: Please complete all areas of ORANGE that apply.

City of Hobbs
Parks and
Recreation
Department

"Hobbs Downtown Slam & Jam Gus Macker Tournament"



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2019 - 06/30/2020

The City of Hobbs and the Hobbs City Commission wish to ensure that your events have the greatest chance of success. The following guidelines have been adopted by the City Commission to outline procedures for the annual expenditures of Lodgers' Tax funds.

1. The City of Hobbs is accountable to the City Commission for Lodgers' Tax Funds and is responsible for the placement of any orders involving expenditures of Lodgers' Tax funds. The table below details eligible & non-eligible expenses per Ordinance # 1052

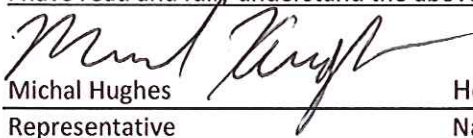
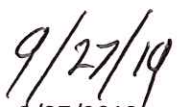
Eligible	Non-Eligible
Professional Performance Fees	Administrative Office Overhead
Advertising/Promotion	Website Costs
Sanitation	Real Property
Public Safety	Tangible Property

2. The organization requesting Lodgers' Tax funding shall designate a representative to serve in the capacity of spokesperson for that organization. The representative or designee must make all attempts to attend the Lodgers' Tax meeting or City Commission meeting as appropriate when requesting funding to answer questions.
3. All Requests for Proposal's (RFP's) for Lodgers' Tax **annual** funding must be received by March 1, 2013. (This is to include all events to occur during the period indicated above for which your organization is requesting funding.)
4. A proposed budget must be submitted with the RFP for annual Lodgers' Tax funding explaining how fees and other revenues are to be used and include a detailed list of estimated expenses for any and all events on an annual basis.
5. When each event is completed, a report must be submitted to the City of Hobbs within sixty (60) days following the event which includes the number in attendance, the number of overnight stays and the actual revenue and expenditures. This follow-up report will be considered with future requests. **Funds associated with the event that are not requested for reimbursement within 60 days after the event will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after 60 days.**
6. In addition to the above listed criteria, organizations requesting funding must provide - where applicable - the following information:

- Proof of non-profit status and copy of last years IRS form 990
- Proof of agency good standing with the NM Corporation Commission
- Proof of Workers-Comp Coverage

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

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

		
Michal Hughes	Hobbs Downtown Slam & Jam Gus Macker Tournament	9/27/2019
Representative	Name of Organization	date

Received at City Hall: _____
 (date and time)

**Request for Lodgers' Tax Assistance
Contact Information**

Organization	CITY OF HOBBS
Name of Contact	Michal Hughes
Address	200 E Broadway
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	575-397-9291
email	mmhughes@hobbsnm.org

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total	
Income	Sponsorships/Donations	13,640.00					13,640.00	
	Team Fees	16,433.00					16,433.00	
	Prior Year Carryover	-					-	
	Total Income	30,073.00	-	-	-	-	30,073.00	
		Event 1	Event 2	Event 3	Event 4	Event 5	Total	
Expense (non-lodgers tax)	Facility Costs	1,975.00	tents & Canopies				1,975.00	
	Cost of Awards	6,824.00					6,824.00	
	Gus Macker Contract	10,000.00					10,000.00	
	Referees/Scorekeepers	8,525.00					8,525.00	
	T-Shirts	4,222.00					4,222.00	
	Miscellaneous (Please explain)	Volunteer Food	843.00					843.00
		Team Shirts						-
	Total Expense	32,389.00	-	-	-	-	32,389.00	

Lodgers Tax Budget Summary

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing		2,000.00	-	-	-	-	2,000.00
Print Media		1,600.00	-	-	-	-	1,600.00
Electronic Media		18,100.00	-	-	-	-	18,100.00
Port-O-lets		3,200.00					3,200.00
Waste Management		600.00					600.00
Entertainment - Bands			-	-	-	-	-
Entertainment - stage/sound/lighting		11,000.00					11,000.00
Total Cost of Event		36,500.00	-	-	-	-	36,500.00

Lodgers Tax Budget - Event Number 1

Event Information

Name of Event Hobbs Downtown Slam & Jam Gus Macker Basketball Tournament

Date April 18 & 19, 2020

Location Hobbs, NM City Hall

Description The Hobbs Downtown Slam & Jam is returning for 12th year to Hobbs. In 2019 the 3-on-3 basketball tournament boasted 836 registered participants with 29% of those participants coming from out-of-town. The basketball Tournament is open to males and females ages 6-99. We continue to partner with local nonprofits to provide additional events and services during the days of the event.

Expected Attendance 6000 # of Overnights 200

Is this an annual event? yes Is this a new event? no

Printing

	Cost	Quantity		Cost	Quantity
Posters	450.00	2,500	Flyers	-	-
Programs	1,000.00	400	Tickets	-	-
Banners	1,000.00	10			
Mailings	275.00	1	Date of Mailing	Early March	2,000.00

Print Media

	Name	# of ads	Cost
Newspaper	Artesia, Roswell, Clovis, Hobbs		1,600.00
	Carlsbad, Lubbock, Portales		
	Las Cruces, Midland/Odessa		- 1,600.00
Magazine/Other	Name	# of ads	Cost

Electronic Media

	Name	# of spots	Cost
Radio	Majestic Communications	2200 +/-	18,100.00
	Zia Broadcasting		
	Pecos Valley Broadcasting & Others		
	KTZA, KLMA		18,100.00

	Name	# of spots	Cost
Television	Southeast NM, Permian Basin		-

Other Expense

	Name	#	Cost
Other	Port-o-lets	24	3,200.00
	Waste Management	0	600.00
	Entertainment - Bands	0	-
	Stage/Sound/Lighting	0	-
			-

Total Request for Event **25,500.00**

City of Hobbs
Rockwind
Community
Links

"Colorado Golf Show"



City of Hobbs
Annual Funding Guidelines
Lodgers' Tax Requests for Proposal (RFP)
from 05/01/2019 - 06/30/2020

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Eligible	Non-Eligible
Professional Performance Fees	Administrative Office Overhead
Sound and Lighting as Related to Performance	Website Costs
Advertising/Promotion Items	Real Property
Sanitation	Tangible Property
Sanction Fees	

For internal control purposes of lodgers' tax funds, the organization must provide valid proof of expenditures and contracts. Cash transactions by the organization (eg: cash currency payments to individuals) will not be considered valid. All invoices and contracts must be legible. The Finance Department may ask the organization to provide a W-9 for a vendor, cleared check, bank statement or other documentation to determine whether or not the transaction is valid for lodgers' tax.

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

D. McDaniel
 Representative

City of Hobbs
 Name of Organization

10/2/19
 date

**Request for Lodgers' Tax Assistance
Contact Information**

Organization	City of Hobbs Parks & Recreation Department/Rockwind Community Links
Name of Contact	Steve Schoch, Rockwind Golf Professional and Clubhouse Operations Manager
Address	5001 Jack Gomez Blvd
City, State Zip	Hobbs, NM 88240
Phone#/Fax#	(575) 397-9297
email	sschoch@hobbsnm.org

Event Budget

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships						-
	Sales						-
	Donations						-
	Prior Year Carryover						-
	Other (please explain)						-
	Total Income	-	-	-	-	-	-
		Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items						-
	Cost of Awards	26,750.00					26,750.00
	Building/Booth Rent						-
	Advertising	10,000.00					10,000.00
	Printing & Mailing	6,100.00					6,100.00
	Print Media						-
	Electronic Media						-
	Misc. _____ (Please explain) _____						-
							-
	Total NON- LODGERS' Exp.	42,850.00	-	-	-	-	-

NON -
LODGERS'
TAX

Lodgers' Tax Budget Summary

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	1,000.00	-	-	-	-	1,000.00
Print Media	-	-	-	-	-	-
Electronic Media	-	-	-	-	-	-
Other	4,300.00	-	-	-	-	4,300.00
TOTAL LODGERS' TAX REQ. SUMMARY	5,300.00	-	-	-	-	5,300.00

LODGERS'
TAX

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

Lodgers' Tax Budget - Event Number 1

Event Information

Name of Event	Colorado Golf Show
Date	February 6-9, 2020
Location	Denver, Colorado
Description	The Colorado Golf Show is an opportunity to publicize and promote Rockwind Community Links to Colorado golfers. Direct flights between Denver and Hobbs could greatly increase this market.

Expected Attendance	10000	# of Overnighters	500+
Is this an annual event?	Yes	Is this a new event?	No

PRINTING							
Posters (save-the-date) Programs	Cost	Quantity	Total	Flyers Tickets	Cost	Quantity	Total
					-		1.00
			-				-
SUBTOTAL			-	SUBTOTAL			1,000.00
Mailings	Cost	Quantity	Total				
			-	TOTAL PRINTING COSTS			1,000.00

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

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

OTHER EXPENSE				
Professional Performance Fees Sound and Lighting Costs Sanction Fees Promotional Items (eg: tshirts, rings, etc.) Other: (please list)	Name	# of item	Cost	Total
				-
				-
				-
	Exhibit Booth Fees	1	1,300.00	1,300.00
	Exhibit Booth Supplies	1	1,500.00	1,500.00
	Exhibit Booth Promotional Items	1000	1.50	1,500.00
				-
				-
				-
TOTAL OTHER EXPENSE				4,300.00

TOTAL REQUEST FOR EVENT 1	5,300.00
----------------------------------	-----------------

Instructions: Please complete all areas of ORANGE that apply.