

# Lodgers' Tax Agenda



## **Chairperson**

Jack Robertson

## **Members**

Oscar Gonzalez  
Thomas K. Wilson II  
Lahcen Tigui  
Terry Sowell

October 8, 2025



# **LODGERS' TAX BOARD AGENDA**

## **Regular Meeting Agenda**

**Date:** Wednesday, October 8, 2025

**Place:** 200 E. Broadway, 1<sup>st</sup> Floor City Hall Annex, Hobbs, New Mexico

**Time:** 3:00 p.m.

*Jack Robertson, Chairperson  
Tourist Industry Related*

*Lahcen Tigui  
Lodging Industry Related*

*Thomas K. Wilson II  
Lodging Industry Related*

*Oscar Gonzalez  
Member-At-Large*

*Terry Sowell  
Tourist Industry Related*

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- 1. Call to Order**
  - 2. Roll Call**
  - 3. Pledge of Allegiance**
  - 4. Approval of Minutes:** April 9, 2025
  - 5. Communications from Citizens** (3-minute limit per citizen)
  - 6. Discussion/Updates:**
    - a. Financial Report (*Toby Spears, Finance Director*)
  - 7. Action Items**

T.S

- a. New Mexico Junior College Foundation  
*NMJC Scholarship Gala (\$8,130.00)*  
*February 27, 2026*
- b. New Mexico Junior College Western Heritage Museum  
*Stan the T-Rex Display (\$83,262.00)*  
*November 1, 2025 through November 1, 2026*
- c. Option, Inc.  
*Runway to Resilience – Option, Inc. (\$5,105.50)*  
*October 18, 2025*
- d. Hobbs Hispano Chamber of Commerce Foundation  
*Mariachi Christmas (\$25,000.00)*  
*December 12, 2025*
- e. Hobbs Chamber of Commerce in Partnership with Hobbs Municipal Schools  
*Hobbs Holiday Tournament #66 (\$24,999.60)*  
*December 29 through 31, 2025*
- f. City of Hobbs Recreation Department  
*4<sup>th</sup> of July Community Celebration (\$46,430.00)*  
*July 4<sup>th</sup>, 2026*
- g. United Way of Lea County  
*United Way MLK Day of Service (\$6,197.50)*  
*January 17, 2026*
- h. Downtown Improvement Association of Hobbs (DIA Hobbs)  
*Music & Murals (\$17,870.55)*  
*October 11, 2025*  
*Dia de los Muertos (\$20,895.55)*  
*November 1, 2025*  
*Downtown Christmas Tree Lighting (\$5,220.00)*  
*December 2025*
- i. Hobbs Airfield Speedway  
*Smoke Mayhem 2.0 Hobbs (\$3,500.00)*  
*January 24, 2026*
- j. Lea County Commission for the Arts  
*LCCA Dueling Piano's Fundraiser ((\$9,410.00)*  
*November 21, 2025*

**8. Event Summaries**

**9. Adjournment**

The City will make every effort to provide reasonable accommodations for people with disabilities who wish to attend a public meeting. Please notify the City at least 24 hours before the meeting by calling 575-397-9208.

Notice is hereby given that a quorum of the Hobbs City Commission may be in attendance at City Advisory Board meetings.

**Next Meeting Date:  
Wednesday, January 14, 2026, at 3:00 p.m.**



Minutes of the regular meeting of the Lodgers' Tax Board held on Wednesday, April 9<sup>th</sup>, 2025, at 3:00 p.m. in the City Commission Chamber, 200 East Broadway, 1<sup>st</sup> Floor Annex, Hobbs, New Mexico.

Chairperson Pro-Tem Oscar Gonzalez called the meeting to order. The following members were present:

Oscar Gonzalez, Chairperson Pro-Tem  
Lahcen Tigui  
Thomas K. Wilson II

Absent: Jack Robertson  
Terry Sowell

Also Present: Toby Spears, Finance Director  
Jan Fletcher, City Clerk  
5 Citizens

### **Pledge of Allegiance**

Chairperson Pro-Tem Oscar Gonzalez led the Pledge of Allegiance.

### **Approval of Minutes**

Mr. Lahcen Tigui moved that the minutes of the meeting held January 8, 2025, be approved as presented. Mr. Thomas Wilson seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

### **Financial Report**

Mr. Toby Spears, Finance Director, presented the revenue report and explained the funding cycle and the annual/monthly collection for the Lodgers' Tax fund. He stated the ending balances as of March 31, 2025, are as follows:

|  |                 |
|--|-----------------|
| Ending Cash Balance                                | \$ 1,928,178.55 |
| Year to Date Revenue                               | \$ 1,419,087.14 |
| Year to Date Expenditures                          | \$ 1,191,966.15 |
| Available for Profit, Non-Profit & Public Entities | \$ 377,900.88   |
| Available for Local Government (City and County)   | \$ 1,136,258.13 |
| Available for Airline Subsidy                      | \$ 414,019.55   |

Mr. Spears reminded all requesters they will need to have an organization representative attend the next meeting of the Hobbs City Commission on Monday, April 21, 2025, regarding their requests.

### **Request for Funding**

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

**United Way of Lea County**

TURFS – Flag Football Bowl

June 14, 2025

***Original Request: \$12,000.00***

***Board Recommendation to Commission: \$12,000.00***

Ms. Rebecca Titus and Ms. Brittany Embry, representatives for United Way of Lea County, presented the request for funding for TURFS (Teams United Representing Field Sports) Flag Football Bowl in the amount of \$12,000.00.

Ms. Titus explained that United Way raises funds for the Hobbs Schools Crisis Fund but is now looking to expand support to the Lea County Schools Crisis Fund, which provides assistance to students facing homelessness. Their efforts include providing mattresses, hotel stays, eviction assistance, and bus passes through Hobbs Express for students who do not qualify for a school bus route, due to the hotel stay.

She emphasized that all proceeds from this event will go directly to the Hobbs Schools Crisis Fund, with no overhead or administrative costs deducted. United Way of Lea County works closely with the McKinney-Vento program in schools, which supplies hygiene products, while United Way steps in to fill additional gaps in student needs.

For promotion, Ms. Titus shared that they have expanded their outreach to Lubbock, Roswell, and Midland. She noted that they modeled this event after Hike It and Spike It, a now-dissolved sports event. Two teams have already registered, and four others from Roswell have expressed interest.

During the meeting, Mr. Tigui inquired whether the one-day event would result in significant overnight stays. Ms. Titus responded that they plan to track attendance numbers, and Ms. Embry added that a mandatory coaches' meeting the night before the event would likely lead to some overnight stays.

Mr. Wilson moved that funding in the amount of \$12,000.00 be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Robertson yes. The motion carried.

**Lea County Fair & Rodeo**

2025 Hispanic Heritage Celebration Night

August 1, 2025

2025 American Hero's Night

August 8, 2025

***Original Request: \$104,315.00***

***Board Recommendation to Commission: \$104,315.00***

***Original Request: \$104,365.00***

***Board Recommendation to Commission: \$104,365.00***

Mr. Wyatt Duncan, Lea County Fairgrounds Director and representative for Lea County Fair & Rodeo, presented the request for two events the 2025 Hispanic Heritage Celebration Night in the amount of \$104,315.00, and 2025 American Hero's Night in the amount of \$104,365.00.

Mr. Duncan announced that the Lea County Fair and Rodeo is scheduled to take place from August 1st to August 8th. He shared that the event will feature six different artists performing over six nights, with the first evening dedicated to Hispanic Heritage Night.

He explained that the requested funds would cover artist fees, sound and production costs, and advertising, including placements in newspapers, billboards, and radio ads in markets such as Carlsbad, Roswell, and Lubbock and more. According to Mr. Duncan, last year's Fair and Rodeo attracted 15,000 visitors per night, and many of the performing artists typically stay at Zia Park Hotel for at least two nights.

Additionally, Mr. Duncan presented a separate request for American Heroes Night, an event dedicated to honoring first responders. He noted that the night will end with a concert, which is expected to draw between 10,000 and 15,000 attendees.

Mr. Wilson moved that funding in the amount of \$104,315.00 for 2025 Hispanic Heritage Celebration Night be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$104,365.00 for 2025 American Hero's Night be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**Hobbs Chamber of Commerce, Inc.**

Hobbs August Nites

August 29 and 30, 2025

***Original Request: \$23,179.77***

***Board Recommendation to Commission: \$23,179.77***

Mr. Amancio Cruz, representative for Hobbs Chamber of Commerce, Inc., presented the request for Hobbs August Nites in the amount of \$23,179.77.

Mr. Cruz explained that the requested funding would be used for advertising the event through local newspapers and statewide radio promotions, including select cities in Texas. Additionally, funds would cover the cost of t-shirts distributed at the event to attendees traveling from out of town.

Mr. Wilson moved that funding in the amount of \$23,179.77 for the Hobbs Chamber of Commerce, Inc. be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**Hobbs Hispano Chamber Foundation**

Fiestas de Septiembre

September 6, 2025

***Original Request: \$25,000.00***

***Board Recommendation to Commission: \$25,000.00***

Mr. Saul Villarreal and Ms. Rosa Carrillo, representatives for Hobbs Hispano Chamber Foundation, presented the request for funding for the Fiestas de Septiembre, in the amount of \$25,000.00.

Mr. Villarreal explained that Fiestas de Septiembre is an annual concert event celebrating the independence of Mexico and several other Latin American countries. The event is scheduled for early September, so it will not conflict with the timing of a major boxing match, which typically occurs around the middle of the month.

He highlighted that last year's event was highly successful, drawing approximately 5,000 to 6,000 attendees. The featured band, Banda Los Recoditos, attracted a large crowd. This year, the event will showcase Banda Crusillos, a group known for its vibrant and energetic performances that appeal to all generations, particularly younger audiences. It is expected that 1,000 to 2,000 attendees will be traveling from out of town.

The requested funds will be used exclusively for advertising in West Texas and Southeast New Mexico to promote the event. Fiestas de Septiembre is a free event, featuring food trucks, live performances, face painting, and more.

During the meeting, the event was not put to a vote due to a conflict with one member abstaining, leaving only two other Board Members present. Mr. Wilson moved that funding in the amount of \$25,000.00 for Fiestas de Septiembre be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion, and the vote was recorded as follows: Gonzalez abstained, Tigui yes, Wilson yes. The motion failed.

**Hobbs Airfield Speedway**

*Summer Melt Down No Prep #4*

*July 5, 2025*

*Flashlight Cash Days No Prep*

*August 2, 2025*

***Original Request: \$2,500.00***

***Board Recommendation to Commission: \$2,500.00***

***Original Request: \$2,500.00***

***Board Recommendation to Commission: \$2,500.00***

Mr. Jamal R. Awwad, representative for Hobbs Airfield Speedway, presented the request for funding for the Summer Melt Down no Prep #4, in the amount of \$2,500.00 and Flashlight Cash Days No Prep, in the amount of \$2,500.00. He explained the funding requested will be used for radio advertising and for professional performance fees to the promoter of each event.

Mr. Awwad stated the first race is a two-day event with approximately sixty to eighty cars. Most drivers are from out of town; some from Albuquerque, Arizona, El Paso and some from East Texas. The promoter for this event is Cory Escobedo.

Mr. Awwad said the second race's promoter is from East Texas, named Robert Smith. He said both races are no prep events with street racers which attracts many racers.

Mr. Wilson moved that funding in the amount of \$2,500.00 for Summer Melt Down No Prep #4 be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$2,500.00 for Flashlight Cash Days No Prep be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**Hobbs USSSA**

Jewelz on the Turf NIT

*May 23 through 25, 2025*

*NM/WTX All State*

*August 9 and 10, 2025*

*Playing with the Stars Draft Tournament*

*August 1 through 3, 2025*

***Original Request: \$9,000.00***

***Board Recommendation to Commission: \$9,000.00***

***Original Request: \$9,000.00***

***Board Recommendation to Commission: \$9,000.00***

***Original Request: \$5,000.00***

***Board Recommendation to Commission: \$5,000.00***

Ms. Julie Rodriguez, representative for Hobbs USSSA, presented the request for funding for three events the Jewelz on the Turf Tournament in the amount of \$9,000.00, the NM/WTX All State Tournament in the amount of \$9,000.00, and the Playing with the Stars Draft Tournament in the amount of \$5,000.00.

Ms. Rodriguez explained that the first event is a National Invitation Tournament which is limited to 60 teams based on the available field capacity.

She then described the New Mexico All State Tournament which consists of MVP All-Star teams. Last year, 600 players registered and participated in the competition.

The final request is for the Playing with Stars Draft Tournament, an event designed for adult players who sign up individually, are drafted onto teams, and are coached by Conference players. All tournaments are two-day events, with the majority of participants traveling in from out of town.

Mr. Wilson moved that funding in the amount of \$9,000.00 for the Jewelz on the Turf Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$9,000.00 for the NM/WTX All State Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$5,000.00 for the Playing with the Stars Draft Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**Permian Basin USSSA**

*Baseball Moms are the Best*

*May 10 and 11, 2025*

*Last Chance for Rings*

*July 26 and 27, 2025*

**Original Request: \$24,988.80**

**Board Recommendation to Commission: \$24,988.80**

**Original Request: \$24,988.80**

**Board Recommendation to Commission: \$24,988.80**

Ms. Julie Rodriguez, standing in for Mr. Tommy Hawkins, representative of Permian Basin USSSA, presented the funding request for two events: Baseball Moms are the Best in the amount of \$24,988.80, and Last Chance for Rings, in the amount of \$24,988.80.

Ms. Rodriguez explained that Baseball Moms are the Best is held on Mother's Day weekend and consistently performs well. The tournament hosts approximately 80 to 85 teams, with only 10 local teams, the majority of teams come from out of town.

She further noted that Last Chance for Rings serves as a World Event qualifier, also averaging 80 to 85 teams. The requested funding would be used solely for promotional items, including rings, t-shirts, banner awards, MVP medals, and more.

Mr. Wilson moved that funding in the amount of \$24,988.80 for the Baseball Moms are the Best Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

Mr. Wilson moved that funding in the amount of \$24,988.80 for the Last Chance for Rings Tournament be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**Economic Development Corporation of Lea County**

*FlyHobbs Marketing Campaign*

*July 1, 2025 through June 30, 2026*

**Original Request: \$200,000.00**

**Board Recommendation to Commission: \$200,000.00**

Ms. Jennifer Grassham, representative of the Economic Development Corporation of Lea County, presented a \$200,000.00 funding request for the FlyHobbs Marketing Campaign.

She provided a PowerPoint presentation highlighting brand awareness efforts and strategies to reduce the loss of travelers opting for flights out of Midland/Odessa and Lubbock instead of Hobbs. The campaign is executed in partnership with an advertising agency and a consulting partner who directly engages with United Airlines.

The campaign's central message is: "If you gotta fly somewhere, Fly Hobbs." Rather than focusing on the airline itself, the marketing efforts emphasize the destination, aiming to attract both business and leisure travelers.

Ms. Grassham also presented data from the past 12 months, showing that 53% of passengers come from New Mexico, Texas, and Colorado. Currently, flights are available to Colorado and Houston, with plans to expand service to Dallas Lovefield. Additionally, she noted that approximately 6,300 visitors have stayed in local hotels.

During the meeting, Mr. Gonzalez inquired whether the campaign primarily utilizes digital advertising or television commercials. Ms. Grassham explained that television commercials are significantly more expensive so most advertising efforts focus on printed materials. She also mentioned that 80% of available airline seats are usually occupied.

Mr. Wilson moved that funding in the amount of \$200,000.00 for the Fly/Hobbs Marketing Campaign be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**Hobbs Juneteenth Committee**

*Hobbs Juneteenth Freedom Festival*

*June 20 through 22, 2025*

**Original Request: \$57,287.50**

**Board Recommendation to Commission: \$25,000.00**

Mr. Byron Marshall representative of Hobbs Juneteenth Committee, presented the request for funding for the Hobbs Juneteenth Freedom Festival in the amount of \$57,287.50.

Mr. Marshall announced that this year marks the 30th Annual Juneteenth Celebration, a nationally recognized holiday commemorating freedom, often regarded as the Fourth of July for the Black community. The requested funds will be used for advertising and securing artists for the event, which will be held at



Booker T. Washington Elementary Park. Featured artists will be brought in from Amarillo, El Paso, and Albuquerque.

Additionally, Mr. Marshall shared that they are partnering with Lea County Children's Librarian Jaime Walters, who will host a story reading and craft session for children. A certified chef will also be present to teach kids how to make "pizza" using watermelon and fruit.

The celebration will feature food vendors, games, a three-on-three basketball tournament, and an educational program inside Booker T. Washington Elementary.

In response to Chairperson Pro-Tem Gonzalez' question, Mr. Spears stated the maximum funding available for non-profit and for-profit organizations is \$25,000.00.

Mr. Wilson moved that funding in the amount of \$25,000.00 for the Hobbs Juneteenth Freedom Festival be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**Tru Roping Productions**

*King of All Truck Ropings*

*May 3 and 4, 2025*

***Original Request: \$25,000.00***

***Board Recommendation to Commission: \$16,600.00***

Ms. Kimberly Trujillo, a representative for Tru Roping Productions, presented the request for funding for King of All Truck Ropings in the amount of \$25,000.00.

Ms. Trujillo explained the organization began as a local team roping event in their backyard and has since gained popularity across the country. Their main event has traditionally been held in Clovis but due to numerous requests, they are working on expanding. Last year, they hosted an event in Hobbs, which was completely sold out and highly successful.

She stated the prize fund is set at a total of \$100,000.00 regardless of whether one team or the maximum of 320 teams participates. The grand prize is a fully loaded F-350 4x4 King Ranch Diesel dually truck, making them the only organization to offer such a high-value award. Additionally, numerous giveaways are provided for families in attendance.

Ms. Trujillo noted the event has been featured in the Team Roping Journal and Super Looper, two widely recognized magazines that reach an audience of over

300,000 readers. Teams from Canada, Florida, and across the United States have entered their competition.

During the meeting, Mr. Spears inquired whether the organization was structured as an LLC. Ms. Trujillo responded the organization is for profit and she has a printout available for him.

Ms. Trujillo confirmed that 20 hotel rooms have already been secured for family and friends attending the event. Given that the competition is a two-day event, she emphasized that most participants and attendees will be coming from out of town, ensuring multiple overnight stays.

After a short discussion, Mr. Wilson moved that funding in the amount of \$16,600.00 for the Tru Roping Productions be forwarded to the Hobbs City Commission for consideration. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

**The Works Combat Academy**

*Beatdown on Broadway*

*May 3, 2025*

***Original Request: \$9,779.05***

***Board Recommendation to Commission: \$9,779.05***

Ms. Angelica Sparenberg, a representative for The Works Combat Academy, presented the request for funding for the Beatdown on Broadway in the amount of \$9,779.05.

Ms. Sparenberg announced this will be the second annual Beatdown on Broadway, a boxing event featuring local fighters as well as competitors from Lubbock, Midland, Arizona, Denver, and California. The event is free to the community with some sponsorships secured, though no profit is made from the fights. All funds raised will be reinvested in youth programs.

She explained the organization is partnered with Humphrey House, CYFD (Children, Youth & Family Department), and Hobbs Schools, providing a safe space for young athletes to develop their skills, stay out of trouble, and showcase their talent. The initiative also helps parents who cannot afford to send their children to out-of-town fights, as opportunities for local competition in Hobbs are limited.

Coach Llamas emphasized that boxing is a sport, and the athletes involved train rigorously, just like football, track, or basketball players. He described the event as a valuable opportunity for fighters to demonstrate the skills they work on daily.

Ms. Sparenberg stated the event will be hosted at Shipp Street Plaza, welcoming all members of the community. She advised attendees to bring their own chairs and canopies, as temperatures tend to get high. Currently, 120 fighters are registered, with many traveling from Southeast Texas, New Mexico, Arizona and California.

Coach Llamas stated the boxing commission will be present to officiate, along with a traveling doctor, ensuring a safe and regulated competition. He noted that last year's event attracted approximately 800 attendees, and he expects a similar turnout this year. Many participants will stay overnight, as weigh-ins begin at 7:00 a.m. the morning of the event.

Mr. Wilson moved that funding be approved in the total amount of \$9,779.05. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried.

### **Event Summary**

None

### **Adjournment**

There being no further business or comments, Chairperson Pro-Tem Gonzalez moved that the meeting adjourn. Mr. Tigui seconded the motion and the vote was recorded as follows: Gonzalez yes, Tigui yes, Wilson yes. The motion carried and the meeting adjourned at 4:01 p.m.

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Chairperson

# Action Items

# New Mexico Junior College



**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2022 - 06/30/2023**

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 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. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Hobbs Lodgers' Tax Fund.**

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 18th, 2022**. (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 (05/01/2022-06/30/2023) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2023.**
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.

Amanda Baker  
Representative

NMJC Foundation  
Name of Organization

9/11/2025  
date



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

|                 |                                      |
|-----------------|--------------------------------------|
| Organization    | New Mexico Junior College Foundation |
| Name of Contact | Amanda Baker                         |
| Address         | 1 Thunderbird Circle                 |
| City, State Zip | Hobbs, NM 88240                      |
| Phone#/Fax#     | 575-492-2785                         |
| email           | abaker@nmjc.edu                      |

**Event Budget**

| Income                              |                                       | Event 1   | Event 2 | Event 3 | Event 4 | Event 5 | Total     |
|-------------------------------------|---------------------------------------|-----------|---------|---------|---------|---------|-----------|
|                                     | Sponsorships                          |           |         |         |         |         | -         |
|                                     | Sales                                 |           |         |         |         |         | -         |
|                                     | Donations                             |           |         |         |         |         | -         |
|                                     | Prior Year Carryover                  |           |         |         |         |         | -         |
|                                     | Institutional Support                 | 10,000.00 |         |         |         |         | 10,000.00 |
|                                     | <b>Total Income</b>                   | 10,000.00 | -       | -       | -       | -       | 10,000.00 |
|                                     |                                       |           |         |         |         |         |           |
| EXPENSE<br>(NON-<br>LODGERS'<br>TAX |                                       | Event 1   | Event 2 | Event 3 | Event 4 | Event 5 | Total     |
|                                     | Cost of Sales Items                   | 3,000.00  |         |         |         |         | 3,000.00  |
|                                     | Cost of Awards                        | 800.00    |         |         |         |         | 800.00    |
|                                     | Building/Booth Rent                   |           |         |         |         |         | -         |
|                                     | Advertising                           | 2,000.00  |         |         |         |         | 2,000.00  |
|                                     | Printing & Mailing                    | 3,000.00  |         |         |         |         | 3,000.00  |
|                                     | Print Media                           |           |         |         |         |         | -         |
|                                     | Electronic Media                      | 10,000.00 |         |         |         |         | 10,000.00 |
|                                     | Misc. _____<br>(Please explain) _____ |           |         |         |         |         | -         |
|                                     |                                       |           |         |         |         |         | -         |
|                                     | <b>Total NON- LODGERS' Exp.</b>       | 18,800.00 | -       | -       | -       | -       | 18,800.00 |

NON -  
LODGERS'  
TAX

**Lodgers' Tax Budget Summary**

|  | Event 1  | Event 2 | Event 3 | Event 4 | Event 5 | Total    |
|--|----------|---------|---------|---------|---------|----------|
| Printing                               | 2,530.00 | -       | -       | -       | -       | 2,530.00 |
| Print Media                            | 1,800.00 | -       | -       | -       | -       | 1,800.00 |
| Electronic Media                       | 1,000.00 | -       | -       | -       | -       | 1,000.00 |
| Other                                  | 2,800.00 | -       | -       | -       | -       | 2,800.00 |
| <b>TOTAL LODGERS' TAX REQ. SUMMARY</b> | 8,130.00 | -       | -       | -       | -       | 8,130.00 |

LODGERS'  
TAX

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

# Lodgers' Tax Budget - Event Number 1

## Event Information

|               |   |  |  |
|---------------|---|--|--|
| Name of Event | NMJC Scholarship Gala   |  |  |
| Date          | February 27, 2026   |  |  |
| Location      | NMJC Campus   |  |  |
| Description   | The NMJC Scholarship Gala has grown tremendously over the past two years. At this event, we require our scholarship recipients (about 75% of which do not live in Hobbs) to attend, in which they bring along their families as well. In addition, we honor donors with awards and videos to showcase their connection with NMJC. several of these donors are also living outside of NM |  |  |

|                          |     |                      |     |
|--------------------------|-----|----------------------|-----|
| Expected Attendance      | 450 | # of Overnights      | 200 |
| Is this an annual event? |     | Is this a new event? |     |

### PRINTING

|                         | Cost     | Quantity | Total    |         | Cost                 | Quantity | Total    |
|-------------------------|----------|----------|----------|---------|----------------------|----------|----------|
| Posters (save-the-date) | 1.00     | 30       | 30.00    | Flyers  |                      |          | 0.00     |
| Programs                | 1.00     | 500      | 500.00   | Tickets |                      |          | -        |
|                         | SUBTOTAL |          | 530.00   |         | SUBTOTAL             |          | -        |
|                         | Cost     | Quantity | Total    |         |                      |          |          |
| Mailings                | 2.00     | 1,000    | 2,000.00 |         | TOTAL PRINTING COSTS |          | 2,530.00 |

### PRINT MEDIA

| Newspaper      | Name             | # of ads | Cost              | Total    |
|----------------|------------------|----------|-------------------|----------|
|                | Hobbs News Sun   | 3        | 300.00            | 900.00   |
|                | Lovington Leader | 3        | 300.00            | 900.00   |
|                | SUBTOTAL         |          |                   | 1,800.00 |
| Magazine/Other | Name             | # of ads | Cost              | Total    |
|                |                  |          |                   | -        |
|                |                  |          |                   | -        |
|                |                  | SUBTOTAL |                   | -        |
|                |                  |          | TOTAL PRINT MEDIA | 1,800.00 |

### ELECTRONIC MEDIA

|              | Name     | # of spots | Cost                | Total    |
|--------------|----------|------------|---------------------|----------|
| Radio        | MDT      | 5          | 100.00              | 500.00   |
|              | Noalmark | 5          | 100.00              | 500.00   |
| Television   |          |            |                     | -        |
| Social Media |          |            |                     | -        |
|              |          |            |                     | -        |
|              |          |            | TOTAL ELECTR. MEDIA | 1,000.00 |

### OTHER EXPENSE

|  | Name                | # of item | Cost                | Total    |
|--|---------------------|-----------|---------------------|----------|
| Professional Performance Fees                | Band/Music/Acts /DJ | 1         | 800.00              | 800.00   |
| Sound and Lighting Costs                     |                     |           |                     | -        |
| Sanction Fees                                |                     |           |                     | -        |
| Promotional Items (eg: tshirts, rings, etc.) | Giveaways           | 400       | 5.00                | 2,000.00 |
| Other: (please list)                         |                     |           |                     | -        |
|  |                     |           |                     | -        |
|  |                     |           |                     | -        |
|  |                     |           |                     | -        |
|  |                     |           |                     | -        |
|  |                     |           | TOTAL OTHER EXPENSE | 2,800.00 |

**TOTAL REQUEST FOR EVENT 1**

**8,130.00**

Instructions: Please complete all areas of PINK that apply.



New Mexico Junior  
College  
Western Heritage  
Museum



**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2022 - 06/30/2023**

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 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. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Hobbs Lodgers' Tax Fund.**

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 18th, 2022**. (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 (05/01/2022-06/30/2023) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2023.**
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

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

Cathy Mitchell  
Representative

New Mexico Junior College  
Name of Organization

9/26/2025  
date

Received at City Hall:

| Request for Lodgers' Tax Assistance |   |
|-------------------------------------|---|
| Contact Information                 |   |
| Organization                        | New Mexico Junior College Western Heritage Museum |
| Name of Contact                     | Cathy Mitchell                                    |
| Address                             | 1 Thunderbird Circle                              |
| City, State Zip                     | Hobbs, NM 88240                                   |
| Phone#/Fax#                         | 575-392-5004                                      |
| email                               | cmitchell@nmjc.edu                                |

| Event Budget |  |  |  |  |  |  |  |
|--------------|--|--|--|--|--|--|--|
|--------------|--|--|--|--|--|--|--|

| Income |                        | Event 1   | Event 2 | Event 3 | Event 4 | Event 5 | Total     |
|--------|------------------------|-----------|---------|---------|---------|---------|-----------|
|        | Sponsorships           |           |         |         |         |         | -         |
|        | Sales                  |           |         |         |         |         | -         |
|        | Donations              | 60,000.00 |         |         |         |         | 60,000.00 |
|        | Prior Year Carryover   |           |         |         |         |         | -         |
|        | Other (please explain) |           |         |         |         |         | -         |
|        | Total Income           | 60,000.00 | -       | -       | -       | -       | 60,000.00 |

| EXPENSE<br>(NON-<br>LODGERS'<br>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                                   |           |         |         |         |         | -         |
|                                     | Exhibit Development,<br>Interactive Table software | 50,000.00 |         |         |         |         | 50,000.00 |
|                                     | Misc. (Please explain)<br>Opening Reception        | 1,738.00  |         |         |         |         | 1,738.00  |
|                                     | Contingency (10%)                                  | 15,000.00 |         |         |         |         | 15,000.00 |
|                                     | Total NON- LODGERS' Exp.                           | 66,738.00 | -       | -       | -       | -       | 66,738.00 |

NON -  
LODGERS'  
TAX

| Lodgers' Tax Budget Summary |  |  |  |  |  |  |  |
|-----------------------------|--|--|--|--|--|--|--|
|-----------------------------|--|--|--|--|--|--|--|

|                                 | Event 1   | Event 2 | Event 3 | Event 4 | Event 5 | Total     |
|---------------------------------|-----------|---------|---------|---------|---------|-----------|
| Printing                        | 2,000.00  | -       | -       | -       | -       | 2,000.00  |
| Print Media                     | 5,000.00  | -       | -       | -       | -       | 5,000.00  |
| Electronic Media                | 3,000.00  | -       | -       | -       | -       | 3,000.00  |
| Other                           | 73,262.00 | -       | -       | -       | -       | 73,262.00 |
| TOTAL LODGERS' TAX REQ. SUMMARY | 83,262.00 | -       | -       | -       | -       | 83,262.00 |

LODGERS'  
TAX

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



## Lodgers' Tax Budget - Event Number 1

### Event Information

|   |  |                      |                               |                               |          |          |       |
|---|--|----------------------|-------------------------------|-------------------------------|----------|----------|-------|
| Name of Event                                   | Stan the T. rex display  |                      |                               |                               |          |          |       |
| Date  | November 1, 2025 - November 1, 2026  |                      |                               |                               |          |          |       |
| Location  | NMJC Western Heritage Museum   |                      |                               |                               |          |          |       |
| Description                                     | The project includes the installation of Stan the T. rex cast, a lecture series by scientists, and STEM Trek classroom kits to inspire STEM learning and tourism. This is a Collaboration between the New Mexico Museum of Natural History & Science, New Mexico Junior College's Western Heritage Museum, and other public and private partners to celebrate the Permian Basin's fossil |                      |                               |                               |          |          |       |
| Expected Attendance                             | 15,000   | # of Overnights      | 5,000                         |                               |          |          |       |
| Is this an annual event?                        | no   | Is this a new event? | yes                           |                               |          |          |       |
| <b>PRINTING</b>                                 |  |                      |                               |                               |          |          |       |
| Posters (save-the-date)<br>Programs<br>Mailings | Cost   | Quantity             | Total                         | Flyers<br>Tickets             | Cost     | Quantity | Total |
|   |  |                      | -                             |                               |          |          | 0.00  |
|   |  |                      | -                             |                               |          |          | -     |
|   | SUBTOTAL   |                      |                               |                               | SUBTOTAL |          |       |
|   |  |                      | -                             |                               |          |          | -     |
|   | Cost   | Quantity             | Total                         |                               |          |          |       |
|   | 2.00   | 1,000                | 2,000.00                      | TOTAL PRINTING COSTS 2,000.00 |          |          |       |
| <b>PRINT MEDIA</b>                              |  |                      |                               |                               |          |          |       |
| Newspaper                                       | Name   | # of ads             | Cost                          | Total                         |          |          |       |
|   | Hobbs News Sun   | 10                   | 250.00                        | 2,500.00                      |          |          |       |
|   | Lovington Leader   | 10                   | 250.00                        | 2,500.00                      |          |          |       |
|   | SUBTOTAL   |                      |                               | 5,000.00                      |          |          |       |
| Magazine/Other                                  | Name   | # of ads             | Cost                          | Total                         |          |          |       |
|   |  |                      |                               | -                             |          |          |       |
|   |  |                      |                               | -                             |          |          |       |
|   | SUBTOTAL   |                      |                               | -                             |          |          |       |
|   |  |                      | TOTAL PRINT MEDIA 5,000.00    |                               |          |          |       |
| <b>ELECTRONIC MEDIA</b>                         |  |                      |                               |                               |          |          |       |
| Radio   | Name   | # of spots           | Cost                          | Total                         |          |          |       |
|   | MDT  | 15                   | 100.00                        | 1,500.00                      |          |          |       |
|   | Noalmark   | 15                   | 100.00                        | 1,500.00                      |          |          |       |
| Television                                      |  |                      |                               | -                             |          |          |       |
| Social Media                                    |  |                      |                               | -                             |          |          |       |
|   |  |                      | TOTAL ELECTR. MEDIA 3,000.00  |                               |          |          |       |
| <b>OTHER EXPENSE</b>                            |  |                      |                               |                               |          |          |       |
|   | Name   | # of item            | Cost                          | Total                         |          |          |       |
| Professional Performance Fees                   | Installation & Rent of T rex   | 1                    | 47,262.00                     | 47,262.00                     |          |          |       |
| Sound and Lighting Costs                        |  |                      |                               | -                             |          |          |       |
| Sanction Fees                                   |  |                      |                               | -                             |          |          |       |
| Promotional Items (eg: tshirts, rings, etc.)    | STEM Educational Kits  | 40                   | 150.00                        | 6,000.00                      |          |          |       |
| Other: (please list)                            | Speakers for Lecture Series  | 4                    | 5,000.00                      | 20,000.00                     |          |          |       |
|   |  |                      |                               | -                             |          |          |       |
|   |  |                      |                               | -                             |          |          |       |
|   |  |                      |                               | -                             |          |          |       |
|   |  |                      |                               | -                             |          |          |       |
|   |  |                      |                               | -                             |          |          |       |
|   |  |                      | TOTAL OTHER EXPENSE 73,262.00 |                               |          |          |       |
| <b>TOTAL REQUEST FOR EVENT 1</b>                |  |                      | <b>83,262.00</b>              |                               |          |          |       |

Instructions: Please complete all areas of PINK that apply.

Option, Inc.



**City of Hobbs**  
**Annual Funding Guidelines**  
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**from 05/01/2022 - 06/30/2023**

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|--|--------------------------------|
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| Sanitation                                   | Tangible Property              |
| Sanction Fees                                |                                |

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Representative

Option, Inc.  
 Name of Organization

7/22/25  
 date



| Request for Lodgers' Tax Assistance |                        |           |         |         |         |          |                 |
|-------------------------------------|------------------------|-----------|---------|---------|---------|----------|-----------------|
| Contact Information                 |                        |           |         |         |         |          |                 |
| Organization                        | Option, Inc.           |           |         |         |         |          |                 |
| Name of Contact                     | Robert Guthrie         |           |         |         |         |          |                 |
| Address                             | 200 N Dalmont          |           |         |         |         |          |                 |
| City, State Zip                     | Hobbs, NM 88240        |           |         |         |         |          |                 |
| Phone#/Fax#                         | 575-397-1576           |           |         |         |         |          |                 |
| email                               | option_cfo@leaco.net   |           |         |         |         |          |                 |
| Event Budget                        |                        |           |         |         |         |          |                 |
| Income                              |                        | Event 1   | Event 2 | Event 3 | Event 4 | Event 5  | Total           |
|                                     | Sponsorships           | 41,500.00 |         |         |         |          | 41,500.00       |
|                                     | Sales                  | 4,000.00  |         |         |         |          | 4,000.00        |
|                                     | Donations              | -         |         |         |         |          | -               |
|                                     | Prior Year Carryover   | -         |         |         |         |          | -               |
|                                     | Other (please explain) |           |         |         |         |          | -               |
|                                     | Total Income           | 45,500.00 | -       | -       | -       | -        | 45,500.00       |
| EXPENSE<br>(NON-LODGER'S<br>TAX     |                        | Event 1   | Event 2 | Event 3 | Event 4 | Event 5  | Total           |
|                                     | Cost of Sales Items    |           |         |         |         |          | -               |
|                                     | Cost of Awards         |           |         |         |         |          | -               |
|                                     | Building/Booth Rent    | 3,000.00  |         |         |         |          | 3,000.00        |
|                                     | Advertising            |           |         |         |         |          | -               |
|                                     | Printing & Mailing     | 1,034.50  |         |         |         |          | 1,034.50        |
|                                     | Print Media            | 1,100.00  |         |         |         |          | 1,100.00        |
|                                     | Electronic Media       | 350.00    |         |         |         |          | 350.00          |
|                                     | DJ                     | 650.00    |         |         |         |          | 650.00          |
|                                     | Misc. (Please explain) |           |         |         |         |          |                 |
|                                     | Videography            | 1,400.00  |         |         |         |          | 1,400.00        |
|                                     | Promotionals           | 571.00    |         |         |         |          | 571.00          |
| Total NON- LODGER'S Exp.            | 8,105.50               | -         | -       | -       | -       | 8,105.50 |                 |
| Lodgers' Tax Budget Summary         |                        |           |         |         |         |          |                 |
|                                     | Event 1                | Event 2   | Event 3 | Event 4 | Event 5 | Total    |                 |
| Printing                            | 1,034.50               | -         | -       | -       | -       | 1,034.50 | LODGER'S<br>TAX |
| Print Media                         | 1,100.00               | -         | -       | -       | -       | 1,100.00 |                 |
| Electronic Media                    | 350.00                 | -         | -       | -       | -       | 350.00   |                 |
| Other                               | 2,621.00               | -         | -       | -       | -       | 2,621.00 |                 |
| TOTAL LODGER'S TAX REQ. SUMMARY     | 5,105.50               | -         | -       | -       | -       | 5,105.50 |                 |

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

**AMMENDED**

## Lodgers' Tax Budget - Event Number 1

### Event Information

|  |  |                      |          |
|--|--|----------------------|----------|
| Name of Event                                | Runway to Resilience - Option, Inc.  |                      |          |
| Date   | October 18, 2025   |                      |          |
| Location                                     | Hobbs Country Club   5001 W Carlsbad Hwy   |                      |          |
| Description                                  | This event is to fundraise and bring awareness for Option, Inc.'s domestic violence services. Runway to Resilience is set to also support the local boutiques and increase community awareness in general. We provide services in three main areas: Victims, Offenders, and Outreach. We plan for everyone to leave understanding these three aspects of Option, Inc. The money fundraised will plan to be invested into our community extending our services to meet needs such as food, hotel/motel accommodation, and transportation for our clients. |                      |          |
| Expected Attendance                          | 350  | # of Overnights      | 35       |
| Is this an annual event?                     | No   | Is this a new event? | Yes      |
| <b>PRINTING</b>                              |  |                      |          |
| Posters (save-the-date)<br>Programs          | Cost   | Quantity             | Total    |
|  |  |                      | -        |
|  | 1.80   | 500                  | 900.00   |
|  | SUBTOTAL   |                      | 900.00   |
| Mailings                                     | Cost   | Quantity             | Total    |
|  | 0.32   | 100                  | 32.00    |
|  | SUBTOTAL   |                      | 102.50   |
|  | TOTAL PRINTING COSTS   |                      | 1,034.50 |
| <b>PRINT MEDIA</b>                           |  |                      |          |
| Newspaper                                    | Name   | # of ads             | Cost     |
|  | Advertisement - Hobbs News Sun   | 22                   | 50.00    |
|  | SUBTOTAL   |                      | 1,100.00 |
| Magazine/Other                               | Name   | # of ads             | Cost     |
|  |  |                      |          |
|  | SUBTOTAL   |                      | -        |
| TOTAL PRINT MEDIA                            |  |                      | 1,100.00 |
| <b>ELECTRONIC MEDIA</b>                      |  |                      |          |
| Radio  | Name   | # of spots           | Cost     |
|  |  |                      |          |
|  | SUBTOTAL   |                      | -        |
| Television                                   | Name   | # of spots           | Cost     |
|  |  |                      |          |
|  | SUBTOTAL   |                      | -        |
| Social Media                                 | Name   | # of spots           | Cost     |
|  | Sponsored Ads - Internet & Social Me   | 2                    | 175.00   |
|  | SUBTOTAL   |                      | 350.00   |
| TOTAL ELECTR. MEDIA                          |  |                      | 350.00   |
| <b>OTHER EXPENSE</b>                         |  |                      |          |
|  | Name   | # of item            | Cost     |
| Professional Performance Fees                |  |                      |          |
| Sound and Lighting Costs                     | DJ   | 1                    | 650.00   |
| Sanction Fees                                |  |                      |          |
| Promotional Items (eg: tshirts, rings, etc.) | Domestic Violence Ribbon Pins  | 500                  | 1.14     |
| Other: (please list)                         | Videography - B Squared  | 2                    | 700.00   |
|  |  |                      |          |
|  |  |                      |          |



**Instructions: Please complete all areas of PINK that apply.**

Hobbs Hispano  
Chamber of Commerce  
Foundation



**City of Hobbs**  
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|---|---|
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  - Proof of Workers-Comp or Liability Insurance Coverage

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

  
Saul Villarreal, Board VP

\_\_\_\_\_  
Hobbs Hispano Chamber of  
Commerce Foundation

\_\_\_\_\_  
9/17/2025  
date

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

|                        |   |
|------------------------|---|
| <b>Organization</b>    | <b>Hobbs Hispano Chamber of Commerce Foundation</b> |
| <b>Name of Contact</b> | <b>Saul Villarreal</b>                              |
| <b>Address</b>         | <b>113 N. Ship St</b>                               |
| <b>City, State Zip</b> | <b>Hobbs, NM 88240</b>                              |
| <b>Phone#/Fax#</b>     | <b>Saul Villarreal: 575-390-2070</b>                |
| <b>email</b>           | <b>saul.villarreal@lcsb.com</b>                     |

**Event Budget**

|               |                               | Event 1          | Event 2 | Event 3 | Event 4 | Event 5 | Total            |
|---------------|-------------------------------|------------------|---------|---------|---------|---------|------------------|
| <b>Income</b> | <b>Sponsorships</b>           | <b>34,000.00</b> |         |         |         |         | <b>34,000.00</b> |
|               | <b>Sales</b>                  | <b>12,000.00</b> |         |         |         |         | <b>12,000.00</b> |
|               | <b>Donations</b>              |                  |         |         |         |         | -                |
|               | <b>Prior Year Carryover</b>   |                  |         |         |         |         | -                |
|               | <b>Other (please explain)</b> |                  |         |         |         |         | -                |
|               | <b>Total Income</b>           | <b>46,000.00</b> | -       | -       | -       | -       | <b>46,000.00</b> |

|   |                                       | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Total |
|---|---------------------------------------|---------|---------|---------|---------|---------|-------|
| <b>EXPENSE<br/>(NON-<br/>LODGERS'<br/>TAX</b> | <b>Cost of Sales Items</b>            |         |         |         |         |         | -     |
|   | <b>Cost of Awards</b>                 |         |         |         |         |         | -     |
|   | <b>Building/Booth Rent</b>            |         |         |         |         |         | -     |
|   | <b>Advertising</b>                    |         |         |         |         |         | -     |
|   | <b>Printing &amp; Mailing</b>         |         |         |         |         |         | -     |
|   | <b>Print Media</b>                    |         |         |         |         |         | -     |
|   | <b>Electronic Media</b>               |         |         |         |         |         | -     |
|   | <b>Misc.<br/>(Please<br/>explain)</b> |         |         |         |         |         | -     |
|   | <b>Total NON- LODGERS' Exp.</b>       | -       | -       | -       | -       | -       | -     |

**NON -  
LODGERS'  
TAX**

**Lodgers' Tax Budget Summary**

|  | Event 1          | Event 2 | Event 3 | Event 4 | Event 5 | Total            |
|--|------------------|---------|---------|---------|---------|------------------|
| <b>Printing</b>                        | <b>3,159.00</b>  | -       | -       | -       | -       | <b>3,159.00</b>  |
| <b>Print Media</b>                     | <b>3,850.00</b>  | -       | -       | -       | -       | <b>3,850.00</b>  |
| <b>Electronic Media</b>                | <b>16,500.00</b> | -       | -       | -       | -       | <b>16,500.00</b> |
| <b>Other</b>                           | <b>1,491.00</b>  | -       | -       | -       | -       | <b>1,491.00</b>  |
| <b>TOTAL LODGERS' TAX REQ. SUMMARY</b> | <b>25,000.00</b> | -       | -       | -       | -       | <b>25,000.00</b> |

**LODGERS'  
TAX**

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

## Lodgers' Tax Budget - Event Number 1

### Event Information

|                          |   |                      |     |  |
|--------------------------|---|----------------------|-----|--|
| Name of Event            | Mariachi Christmas  |                      |     |  |
| Date                     | December 12, 2025   |                      |     |  |
| Location                 | Tydings Auditorium  |                      |     |  |
| Description              | Mariachi music accompanied by traditional Mexican folk dance performances |                      |     |  |
| Expected Attendance      | 1700  | # of Overnights      | 300 |  |
| Is this an annual event? | Yes   | Is this a new event? | No  |  |

#### PRINTING

|                         | Cost     | Quantity | Total    |                      | Cost     | Quantity | Total    |
|-------------------------|----------|----------|----------|----------------------|----------|----------|----------|
| Posters (save-the-date) | 3.18     | 50       | 159.00   | Flyers<br>Tickets    |          |          | 0.00     |
| Programs                | 1.50     | 1,700    | 2,550.00 |                      | 0.25     | 1,800    | 450.00   |
|                         | SUBTOTAL |          | 2,709.00 |                      | SUBTOTAL |          | 450.00   |
|                         | Cost     | Quantity | Total    |                      |          |          |          |
| Mailings                |          |          | -        | TOTAL PRINTING COSTS |          |          | 3,159.00 |

#### PRINT MEDIA

| Newspaper      | Name                                   | # of ads | Cost              | Total    |
|----------------|--|----------|-------------------|----------|
|                | Lovington Leader                       | 2        | 375.00            | 750.00   |
|                | Hobbs News Sun                         | 2        | 375.00            | 750.00   |
|                | SUBTOTAL                               |          |                   | 1,500.00 |
| Magazine/Other | Name                                   | # of ads | Cost              | Total    |
|                | Billboards- Hobbs-Lovington & Seminole | 10       | 235.00            | 2,350.00 |
|                | SUBTOTAL                               |          |                   | 2,350.00 |
|                |  |          | TOTAL PRINT MEDIA | 3,850.00 |

#### ELECTRONIC MEDIA

|                     | Name                                    | # of spots | Cost     | Total     |
|---------------------|---|------------|----------|-----------|
| Radio               | Local                                   | 300        | 10.00    | 3,000.00  |
|                     | Non-Local                               | 400        | 15.00    | 6,000.00  |
| Television          | Regional TV Ads & Regional social media | 100        | 50.00    | 5,000.00  |
| Social Media        | Facebook                                | 1          | 2,000.00 | 2,000.00  |
|                     | YouTube                                 | 1          | 500.00   | 500.00    |
| TOTAL ELECTR. MEDIA |   |            |          | 16,500.00 |

#### OTHER EXPENSE

|   | Name                               | # of item | Cost   | Total    |
|---|------------------------------------|-----------|--------|----------|
| Professional Performance Fees                 |                                    |           |        | -        |
| Sound and Lighting Costs                      | Local Sound Company/Sound Engineer | 1         | 700.00 | 700.00   |
| Sanction Fees                                 |                                    |           |        | -        |
| Promotional Items (eg: t-shirts, rings, etc.) | Promotional Items                  | 1         | 301.00 | 301.00   |
| Other: (please list)                          | Decorations                        | 98        | 5.00   | 490.00   |
|   |                                    |           |        | -        |
|   |                                    |           |        | -        |
|   |                                    |           |        | -        |
|   |                                    |           |        | -        |
| TOTAL OTHER EXPENSE                           |                                    |           |        | 1,491.00 |

|                                  |                  |
|----------------------------------|------------------|
| <b>TOTAL REQUEST FOR EVENT 1</b> | <b>25,000.00</b> |
|----------------------------------|------------------|

Instructions: Please complete all areas of PINK that apply.

# Hobbs Chamber of Commerce





**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2022 - 06/30/2023**

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 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. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Hobbs Lodgers' Tax Fund.**

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 18th, 2022**. (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 (05/01/2022-06/30/2023) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2023.**
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.

Patricia A Collins  
Representative

Hobbs Chamber of Commerce  
Name of Organization

18-Sep-25  
date

Received at City Hall:

(date and time)

## Request for Lodgers' Tax Assistance

### Contact Information

|                 |   |
|-----------------|---|
| Organization    | Hobbs Chamber of Commerce, in partnership with the Hobbs Municipal Schools      |
| Name of Contact | Patty Collins (Jeremy Soria, HMS Athletic Director for actual game information) |
| Address         | 400 N Marland Blvd  |
| City, State Zip | Hobbs NM 88240  |
| Phone#/Fax#     | 5753973203  |
| email           | executive@hobbschamber.org (Jeremy soriaj@hobbsschools.net)                     |

### Event Budget

|                                     |  | Event 1          | Event 2  | Event 3  | Event 4  | Event 5  | Total            |
|-------------------------------------|--|------------------|----------|----------|----------|----------|------------------|
|                                     |  |                  |          |          |          |          |                  |
| Income                              | Sponsorships   | 14,368.34        |          |          |          |          | 14,368.34        |
|                                     | Sales  |                  |          |          |          |          | -                |
|                                     | Donations  | 1,500.00         |          |          |          |          | 1,500.00         |
|                                     | Prior Year Carryover                                   |                  |          |          |          |          | -                |
|                                     | Other (please explain) IN KI                           | 9,633.00         |          |          |          |          | 9,633.00         |
|                                     | <b>Total Income</b>                                    | <b>25,501.34</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>25,501.34</b> |
| EXPENSE<br>(NON-<br>LODGERS'<br>TAX |  | Event 1          | Event 2  | Event 3  | Event 4  | Event 5  | Total            |
|                                     | Cost of Sales Items                                    |                  |          |          |          |          | -                |
|                                     | Cost of Awards   |                  |          |          |          |          | -                |
|                                     | Building/Booth Rent                                    | 9,633.00         |          |          |          |          | 9,633.00         |
|                                     | Advertising  | 1,500.00         |          |          |          |          | 1,500.00         |
|                                     | Printing & Mailing                                     |                  |          |          |          |          | -                |
|                                     | Print Media  |                  |          |          |          |          | -                |
|                                     | Electronic Media                                       |                  |          |          |          |          | -                |
|                                     | Misc. 384 team t-shirts and 50 volunteer t-shirts      | 6,542.60         |          |          |          |          | 6,542.60         |
|                                     | (Please Coach and Official's meals and travel explain) | 4,592.61         |          |          |          |          | 4,592.61         |
|                                     | Team Meal  | 3,233.13         |          |          |          |          | 3,233.13         |
|                                     | <b>Total NON- LODGERS' Exp.</b>                        | <b>25,501.34</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>25,501.34</b> |

NON -  
LODGERS'  
TAX

### Lodgers' Tax Budget Summary

|  | Event 1          | Event 2  | Event 3  | Event 4  | Event 5  | Total            |
|--|------------------|----------|----------|----------|----------|------------------|
| Printing                               | 10,590.00        | -        | -        | -        | -        | 10,590.00        |
| Print Media                            | 5,319.60         | -        | -        | -        | -        | 5,319.60         |
| Electronic Media                       | 9,090.00         | -        | -        | -        | -        | 9,090.00         |
| Other                                  | -                | -        | -        | -        | -        | -                |
| <b>TOTAL LODGERS' TAX REQ. SUMMARY</b> | <b>24,999.60</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>24,999.60</b> |

LODGERS'  
TAX

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



# Lodgers' Tax Budget - Event Number 1

## Event Information

|   |   |                      |                      |                   |                     |           |       |                  |
|---|---|----------------------|----------------------|-------------------|---------------------|-----------|-------|------------------|
| Name of Event   | Hobbs Holiday Tournament #66  |                      |                      |                   |                     |           |       |                  |
| Date  | December 29, 30 and 31, 2025  |                      |                      |                   |                     |           |       |                  |
| Location  | Tasker Arena Hobbs Freshman Gym   |                      |                      |                   |                     |           |       |                  |
| Description   | An annual tradition of basketball that brings hundreds of fans to our community between Christmas and New Year's. Not only do past HHS players, cheerleaders, and fans come home to watch these games, fans and players from Albuquerque, Artesia, Farmington, Wichita Falls, Las Cruces, El Paso, and Alamogordo will fill our hotel rooms and eat at our local restaurants. Not |                      |                      |                   |                     |           |       |                  |
| Expected Attendance                                     | 3300  | # of Overnights      | 427                  |                   |                     |           |       |                  |
| Is this an annual event?                                | Yes   | Is this a new event? | No                   |                   |                     |           |       |                  |
| <b>PRINTING</b>   |   |                      |                      |                   |                     |           |       |                  |
| Posters (save-the-date)<br>Programs<br><br><br>Mailings | Cost  | Quantity             | Total                | Flyers<br>Tickets | Cost                | Quantity  | Total |                  |
|   |   |                      | -                    |                   |                     |           | 0.00  |                  |
|   | 21.18   | 500                  | 10,590.00            |                   |                     |           | -     |                  |
|   | SUBTOTAL  |                      | 10,590.00            |                   | SUBTOTAL            |           | -     |                  |
|   | Cost  | Quantity             | Total                |                   |                     |           |       |                  |
|   |   | -                    | TOTAL PRINTING COSTS |                   |                     | 10,590.00 |       |                  |
| <b>PRINT MEDIA</b>                                      |   |                      |                      |                   |                     |           |       |                  |
| Newspaper   | Name  |                      | # of ads             | Cost              | Total               |           |       |                  |
|   | Hobbs and Lovington   |                      | 10                   | 259.92            | 2,599.20            |           |       |                  |
|   | Out of Area   |                      | 10                   | 272.04            | 2,720.40            |           |       |                  |
|   | SUBTOTAL  |                      |                      |                   |                     | 5,319.60  |       |                  |
| Magazine/Other  | Name  |                      | # of ads             | Cost              | Total               |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
|   | SUBTOTAL  |                      |                      |                   |                     | -         |       |                  |
|   |   |                      |                      |                   | TOTAL PRINT MEDIA   |           |       | 5,319.60         |
| <b>ELECTRONIC MEDIA</b>                                 |   |                      |                      |                   |                     |           |       |                  |
| Radio   | Name  |                      | # of spots           | Cost              | Total               |           |       |                  |
|   | Local NoalMark MTD KLMA   |                      | 175                  | 18.27             | 3,197.25            |           |       |                  |
|   | Out of Area Las Cruces, Artesia, Farming  |                      | 225                  | 25.55             | 5,748.75            |           |       |                  |
| Television  |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
| Social Media  | FaceBook Instagram  |                      | 3                    | 48.00             | 144.00              |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | TOTAL ELECTR. MEDIA |           |       | 9,090.00         |
| <b>OTHER EXPENSE</b>                                    |   |                      |                      |                   |                     |           |       |                  |
|   | Name  |                      | # of item            | Cost              | Total               |           |       |                  |
| Professional Performance Fees                           |   |                      |                      |                   | -                   |           |       |                  |
| Sound and Lighting Costs                                |   |                      |                      |                   | -                   |           |       |                  |
| Sanction Fees   |   |                      |                      |                   | -                   |           |       |                  |
| Promotional Items (eg: tshirts, rings, etc.)            |   |                      |                      |                   | -                   |           |       |                  |
| Other: (please list)                                    |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | -                   |           |       |                  |
|   |   |                      |                      |                   | TOTAL OTHER EXPENSE |           |       | -                |
| <b>TOTAL REQUEST FOR EVENT 1</b>                        |   |                      |                      |                   |                     |           |       | <b>24,999.60</b> |

Instructions: Please complete all areas of PINK that apply.

City of Hobbs  
Recreation Department



**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2022 - 06/30/2023**

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|--|--------------------------------|
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| Advertising/Promotion Items                  | Real Property                  |
| Sanitation                                   | Tangible Property              |
| Sanction Fees                                |                                |

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

Doug Mc Daniel  
Representative

City of Hobbs-Recreation  
Name of Organization

9/22/25  
date



| Request for Lodgers' Tax Assistance |                                      |                    |          |         |         |           |           |
|-------------------------------------|--------------------------------------|--------------------|----------|---------|---------|-----------|-----------|
| Contact Information                 |                                      |                    |          |         |         |           |           |
| Organization                        | City of Hobbs, Recreation Department |                    |          |         |         |           |           |
| Name of Contact                     | Doug McDaniel                        |                    |          |         |         |           |           |
| Address                             | 4827 N. Lovington Highway            |                    |          |         |         |           |           |
| City, State Zip                     | Hobbs, NM 88240                      |                    |          |         |         |           |           |
| Phone#/Fax#                         | (575) 397-9293                       |                    |          |         |         |           |           |
| email                               | dmcdaniel@hobbsnm.org                |                    |          |         |         |           |           |
| Event Budget                        |                                      |                    |          |         |         |           |           |
| Income                              |                                      | Event 1            | Event 2  | Event 3 | Event 4 | Event 5   | Total     |
|                                     | Sponsorships                         |                    |          |         |         |           | -         |
|                                     | Sales                                |                    |          |         |         |           | -         |
|                                     | Donations                            |                    |          |         |         |           | -         |
|                                     | Prior Year Carryover                 |                    |          |         |         |           | -         |
|                                     | Other (please explain)               |                    |          |         |         |           | -         |
|                                     | Total Income                         | -                  | -        | -       | -       | -         | -         |
| EXPENSE<br>(NON-<br>LODGERS'<br>TAX |                                      | Event 1            | Event 2  | Event 3 | Event 4 | Event 5   | Total     |
|                                     | Cost of Sales Items                  |                    |          |         |         |           | -         |
|                                     | Cost of Awards                       |                    |          |         |         |           | -         |
|                                     | Building/Booth Rent                  |                    |          |         |         |           | -         |
|                                     | Advertising                          | 4,000.00           |          |         |         |           | 4,000.00  |
|                                     | Printing & Mailing                   |                    |          |         |         |           | -         |
|                                     | Print Media                          |                    |          |         |         |           | -         |
|                                     | Electronic Media                     |                    |          |         |         |           | -         |
|                                     | Misc. (Please explain)               | Water Slide Rental | 5,000.00 |         |         |           | 5,000.00  |
|                                     | Fireworks                            | 70,000.00          |          |         |         | 70,000.00 |           |
|                                     | Movie Rental License Fee             | 800.00             |          |         |         | 800.00    |           |
|                                     | Total NON- LODGERS' Exp.             | 79,800.00          | -        | -       | -       | -         | 79,800.00 |
| Lodgers' Tax Budget Summary         |                                      |                    |          |         |         |           |           |
|                                     | Event 1                              | Event 2            | Event 3  | Event 4 | Event 5 | Total     |           |
| Printing                            | 400.00                               | -                  | -        | -       | -       | 400.00    |           |
| Print Media                         | 17,700.00                            | -                  | -        | -       | -       | 17,700.00 |           |
| Electronic Media                    | 2,280.00                             | -                  | -        | -       | -       | 2,280.00  |           |
| Other                               | 26,050.00                            | -                  | -        | -       | -       | 26,050.00 |           |
| TOTAL LODGERS' TAX REQ. SUMMARY     | 46,430.00                            | -                  | -        | -       | -       | 46,430.00 |           |

NON -  
LODGERS'  
TAX

LODGERS'  
TAX

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

## Lodgers' Tax Budget - Event Number 1

### Event Information

|               |  |
|---------------|--|
| Name of Event | 4th of July Community Celebration  |
| Date          | Saturday, July 4th   |
| Location      | McAdams Park and HIAP Runway   |
| Description   | One of the City's signature events, the 4th of July Community Celebration will begin with games/activities/water slides in McAdams Park, followed by a "Movies Under the Stars" event, two one-hour sets of live music, all followed by the City's fireworks show. |

|                          |         |                      |    |
|--------------------------|---------|----------------------|----|
| Expected Attendance      | 10,000* | # of Overnigheters   | 20 |
| Is this an annual event? | Yes     | Is this a new event? | No |

#### PRINTING

|                         | Cost     | Quantity | Total  |         | Cost                 | Quantity | Total |
|-------------------------|----------|----------|--------|---------|----------------------|----------|-------|
| Posters (save-the-date) | 4.00     | 100      | 400.00 | Flyers  |                      |          | 0.00  |
| Programs                |          |          | -      | Tickets |                      |          | -     |
|                         | SUBTOTAL |          | 400.00 |         | SUBTOTAL             |          | -     |
|                         | Cost     | Quantity | Total  |         |                      |          |       |
| Mallings                |          |          | -      |         | TOTAL PRINTING COSTS |          |       |
|                         |          |          |        |         | 400.00               |          |       |

#### PRINT MEDIA

|                | Name              | # of ads | Cost     | Total     |
|----------------|-------------------|----------|----------|-----------|
| Newspaper      | Hobbs News-Sun    | 12       | 1,475.00 | 17,700.00 |
|                |                   |          |          | -         |
|                | SUBTOTAL          |          |          | 17,700.00 |
| Magazine/Other |                   |          |          | -         |
|                |                   |          |          | -         |
|                |                   | SUBTOTAL |          | -         |
|                | TOTAL PRINT MEDIA |          |          | 17,700.00 |

#### ELECTRONIC MEDIA

|              | Name                 | # of spots | Cost | Total    |
|--------------|----------------------|------------|------|----------|
| Radio        | Local Radio Stations | 800        | 2.85 | 2,280.00 |
| Television   |                      |            |      | -        |
|              |                      |            |      | -        |
| Social Media |                      |            |      | -        |
|              |                      |            |      | -        |
|              |                      |            |      | -        |
|              | TOTAL ELECTR. MEDIA  |            |      | 2,280.00 |

#### OTHER EXPENSE

|  | Name                            | # of item | Cost     | Total     |
|--|---------------------------------|-----------|----------|-----------|
| Professional Performance Fees                | 80's Gadgets & 90 Proof Country | 2         | 7,500.00 | 15,000.00 |
| Sound and Lighting Costs                     | Q Systems Sound                 | 1         | 8,000.00 | 8,000.00  |
| Sanction Fees                                |                                 |           |          | -         |
| Promotional Items (eg: tshirts, rings, etc.) | 4 Imprint                       | 750       | 2.00     | 1,500.00  |
|  |                                 |           |          | -         |
| Other: (please list)                         | Professional DJ                 | 1         | 800.00   | 800.00    |
|  | Porta-pottles                   | 10        | 75.00    | 750.00    |
|  |                                 |           |          | -         |
|  |                                 |           |          | -         |
|  |                                 |           |          | -         |
|  |                                 |           |          | -         |
|  | TOTAL OTHER EXPENSE             |           |          | 26,050.00 |

**TOTAL REQUEST FOR EVENT 1**

**46,430.00**

Instructions: Please complete all areas of PINK that apply.

United Way  
of  
Lea County



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

|                 |   |
|-----------------|---|
| Organization    | United Way of Lea County                |
| Name of Contact | Brittany Embry                          |
| Address         | 320 N Shipp                             |
| City, State Zip | Hobbs, NM, 88240                        |
| Phone#/Fax#     | PHONE: 575-397-2203 Ext 221 / FAX: None |
| email           | Campaign@uwolc.org                      |

**Event Budget**

|                                     |                                       | Event 1          | Event 2  | Event 3  | Event 4  | Event 5  | Total            |                          |
|-------------------------------------|---------------------------------------|------------------|----------|----------|----------|----------|------------------|--------------------------|
|                                     |                                       |                  |          |          |          |          |                  |                          |
| Income                              | Sponsorships                          | 15,000.00        |          |          |          |          | 15,000.00        |                          |
|                                     | Sales                                 | -                |          |          |          |          | -                |                          |
|                                     | Donations                             | 250.00           |          |          |          |          | 250.00           |                          |
|                                     | Prior Year Carryover                  | -                |          |          |          |          | -                |                          |
|                                     | Other (please explain)                | -                |          |          |          |          | -                |                          |
|                                     | <b>Total Income</b>                   | <b>15,250.00</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>15,250.00</b> |                          |
| EXPENSE<br>(NON-<br>LODGERS'<br>TAX |                                       | Event 1          | Event 2  | Event 3  | Event 4  | Event 5  | Total            | NON -<br>LODGERS'<br>TAX |
|                                     |                                       |                  |          |          |          |          |                  |                          |
|                                     | Cost of Sales Items                   | 15,000.00        |          |          |          |          | 15,000.00        |                          |
|                                     | Cost of Awards                        | -                |          |          |          |          | -                |                          |
|                                     | Building/Booth Rent                   | -                |          |          |          |          | -                |                          |
|                                     | Advertising                           |                  |          |          |          |          | -                |                          |
|                                     | Printing & Mailing                    |                  |          |          |          |          | -                |                          |
|                                     | Print Media                           |                  |          |          |          |          | -                |                          |
|                                     | Electronic Media                      | 300.00           |          |          |          |          | 300.00           |                          |
|                                     | Misc. _____<br>(Please explain) _____ |                  |          |          |          |          | -                |                          |
|                                     |                                       |                  |          |          |          |          | -                |                          |
|                                     |                                       |                  |          |          |          |          | -                |                          |
|                                     | <b>Total NON- LODGERS' Exp.</b>       | <b>15,300.00</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>15,300.00</b> |                          |

**Lodgers' Tax Budget Summary**

|  | Event 1         | Event 2  | Event 3  | Event 4  | Event 5  | Total           |                 |
|--|-----------------|----------|----------|----------|----------|-----------------|-----------------|
| Printing                               | 557.50          | -        | -        | -        | -        | 557.50          | LODGERS'<br>TAX |
| Print Media                            | 1,800.00        | -        | -        | -        | -        | 1,800.00        |                 |
| Electronic Media                       | 1,240.00        | -        | -        | -        | -        | 1,240.00        |                 |
| Other                                  | 2,600.00        | -        | -        | -        | -        | 2,600.00        |                 |
| <b>TOTAL LODGERS' TAX REQ. SUMMARY</b> | <b>6,197.50</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>6,197.50</b> |                 |

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

## Lodgers' Tax Budget - Event Number 1

### Event Information

|  |  |                      |                 |                   |
|--|--|----------------------|-----------------|-------------------|
| Name of Event                                | United Way MLK Day of Service  |                      |                 |                   |
| Date   | 1/17/2026  |                      |                 |                   |
| Location                                     | YOUR SAFE SPACE  |                      |                 |                   |
| Description                                  | This is an annual event that brings people from across NM to participate in the Diversity, Equity, and Inclusion event centered around Giving back. United Way pays for meals and food boxes to be distributed in a low income neighborhood. |                      |                 |                   |
| Expected Attendance                          | 150  | # of Overnigheters   | 50              |                   |
| Is this an annual event?                     | Yes  | Is this a new event? | No              |                   |
| <b>PRINTING</b>                              |  |                      |                 |                   |
| Posters (save-the-date)<br>Programs          | Cost   | Quantity             | Total           | Flyers<br>Tickets |
|  | 220.00   | 1                    | 220.00          |                   |
|  |  |                      | -               |                   |
|  | SUBTOTAL   |                      | 220.00          |                   |
|  | Cost   | Quantity             | Total           |                   |
| Mailings                                     |  |                      | -               |                   |
|  | 1.50   | 225                  | 337.50          |                   |
|  |  |                      | -               |                   |
| SUBTOTAL                                     |  | 337.50               |                 |                   |
| TOTAL PRINTING COSTS                         |  |                      | 557.50          |                   |
| <b>PRINT MEDIA</b>                           |  |                      |                 |                   |
| Newspaper                                    | Name   | # of ads             | Cost            | Total             |
|  | Sunday Ad  | 3                    | 400.00          | 1,200.00          |
|  | Weekly AD  | 4                    | 150.00          | 600.00            |
|  | SUBTOTAL   |                      |                 | 1,800.00          |
| Magazine/Other                               | Name   | # of ads             | Cost            | Total             |
|  |  |                      |                 | -                 |
|  |  |                      |                 | -                 |
|  | SUBTOTAL   |                      |                 | -                 |
| TOTAL PRINT MEDIA                            |  |                      | 1,800.00        |                   |
| <b>ELECTRONIC MEDIA</b>                      |  |                      |                 |                   |
| Radio  | Name   | # of spots           | Cost            | Total             |
|  | Noalmark Radio - Ads on 4 Radio Station  | 16                   | 40.00           | 640.00            |
| Television                                   | KLMA   | 50                   | 8.00            | 400.00            |
|  |  |                      |                 | -                 |
| Social Media                                 | Facebook ADS   | 1                    | 200.00          | 200.00            |
|  |  |                      |                 | -                 |
| TOTAL ELECTR. MEDIA                          |  |                      | 1,240.00        |                   |
| <b>OTHER EXPENSE</b>                         |  |                      |                 |                   |
|  | Name   | # of item            | Cost            | Total             |
| Professional Performance Fees                |  |                      |                 | -                 |
| Sound and Lighting Costs                     |  |                      |                 | -                 |
| Sanction Fees                                |  |                      |                 | -                 |
| Promotional Items (eg: tshirts, rings, etc.) | Shirts - Marketting  | 50                   | 22.00           | 1,100.00          |
|  | Stickers - Marketing   | 500                  | 3.00            | 1,500.00          |
| Other: (please list)                         |  |                      |                 | -                 |
|  |  |                      |                 | -                 |
|  |  |                      |                 | -                 |
|  |  |                      |                 | -                 |
|  |  |                      |                 | -                 |
| TOTAL OTHER EXPENSE                          |  |                      | 2,600.00        |                   |
| <b>TOTAL REQUEST FOR EVENT 1</b>             |  |                      | <b>6,197.50</b> |                   |



# Downtown Improvement Association of Hobbs

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

|                 |   |
|-----------------|---|
| Organization    | Downtown Improvement Association of Hobbs (DIA HOBBS) |
| Name of Contact | Lorena Chavarria                                      |
| Address         | 220 W. Broadway, Suite 200                            |
| City, State Zip | Hobbs, NM 88240                                       |
| Phone#/Fax#     | 575-263-7321  |
| email           | director@downtownhobbs.com                            |

**Event Budget**

|        |                             | Event 1    | Event 2   | Event 3   | Event 4 | Event 5 | Total      |
|--------|-----------------------------|------------|-----------|-----------|---------|---------|------------|
| Income | Sponsorships                |            |           |           |         |         | -          |
|        | Sales                       |            |           |           |         |         | -          |
|        | Donations                   |            |           |           |         |         | -          |
|        | Prior Year Carryover        |            |           |           |         |         | -          |
|        | Other (please explain) GRAN | 100,000.00 | 46,000.00 | 50,000.00 |         |         | 196,000.00 |
|        | <b>Total Income</b>         | 100,000.00 | 46,000.00 | 50,000.00 | -       | -       | 196,000.00 |

|                                     |                                 | Event 1   | Event 2   | Event 3  | Event 4 | Event 5 | Total     |
|-------------------------------------|---------------------------------|-----------|-----------|----------|---------|---------|-----------|
| EXPENSE<br>(NON-<br>LODGERS'<br>TAX | Cost of Sales Items             | -         | -         | -        |         |         | -         |
|                                     | Cost of Awards                  | -         | 3,000.00  | -        |         |         | 3,000.00  |
|                                     | Building/Booth Rent             | 450.00    | 450.00    | 450.00   |         |         | 1,350.00  |
|                                     | Advertising                     | 2,000.00  | 2,000.00  | 2,000.00 |         |         | 6,000.00  |
|                                     | Printing & Mailing              | 500.00    | 500.00    | 500.00   |         |         | 1,500.00  |
|                                     | Print Media                     | -         | -         | -        |         |         | -         |
|                                     | Electronic Media                | 100.00    | 100.00    | 100.00   |         |         | 300.00    |
|                                     | Misc. Activities for Families   | 1,500.00  | 2,500.00  | 2,500.00 |         |         | 6,500.00  |
|                                     | (Please explain) Entertainment  | 15,000.00 | 17,000.00 | 3,000.00 |         |         | 35,000.00 |
|                                     |                                 |           |           |          |         |         | -         |
|                                     | <b>Total NON- LODGERS' Exp.</b> | 19,550.00 | 25,550.00 | 8,550.00 | -       | -       | 53,650.00 |

NON -  
LODGERS'  
TAX

**Lodgers' Tax Budget Summary**

|  | Event 1  | Event 2   | Event 3   | Event 4 | Event 5 | Total     |
|--|----------|-----------|-----------|---------|---------|-----------|
| Printing                               | -        | -         | -         | -       | -       | -         |
| Print Media                            | 1,800.00 | 3,370.55  | 3,370.55  | -       | -       | 8,541.10  |
| Electronic Media                       | -        | -         | -         | -       | -       | -         |
| Other                                  | 3,420.00 | 17,525.00 | 14,500.00 | -       | -       | 35,445.00 |
| <b>TOTAL LODGERS' TAX REQ. SUMMARY</b> | 5,220.00 | 20,895.55 | 17,870.55 | -       | -       | 43,986.10 |

LODGERS'  
TAX

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



# Lodgers' Tax Budget - Event Number 1

## Event Information

|                          |   |                      |    |
|--------------------------|---|----------------------|----|
| Name of Event            | Downtown Christmas Tree Lighting  |                      |    |
| Date                     | December 2025 (exact date not known yet)  |                      |    |
| Location                 | Downtown Hobbs  |                      |    |
| Description              | The Downtown Christmas Tree Lighting Ceremony will bring our community together to celebrate the holiday season while highlighting and supporting downtown businesses. The event will feature a Sip, Shop, & Stroll, inviting attendees to explore local shops, enjoy festive beverages, and experience holiday magic in the heart of downtown. |                      |    |
| Expected Attendance      | 1000  | # of Overnights      | 0  |
| Is this an annual event? | Yes   | Is this a new event? | No |

### PRINTING

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

### PRINT MEDIA

|                   | Name                            | # of ads | Cost     | Total    |
|-------------------|---------------------------------|----------|----------|----------|
| Newspaper         | Hobbs News Sun (total of 6 ads) | 1        | 1,800.00 | 1,800.00 |
|                   |                                 |          |          | -        |
|                   | SUBTOTAL                        |          |          | 1,800.00 |
| Magazine/Other    |                                 |          |          | -        |
|                   |                                 |          |          | -        |
|                   | SUBTOTAL                        |          |          | -        |
| TOTAL PRINT MEDIA |                                 |          |          | 1,800.00 |

### ELECTRONIC MEDIA

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

### OTHER EXPENSE

|  | Name                            | # of item | Cost  | Total    |
|--|---------------------------------|-----------|-------|----------|
| Professional Performance Fees                |                                 |           |       | -        |
| Sound and Lighting Costs                     |                                 |           |       | -        |
| Sanction Fees                                | Giveaway "Shop Local" Tote Bags | 200       | 15.00 | 3,000.00 |
| Promotional Items (eg: tshirts, rings, etc.) | Event Cups                      | 500       | 0.84  | 420.00   |
| Other: (please list)                         |                                 |           |       | -        |
|  |                                 |           |       | -        |
|  |                                 |           |       | -        |
|  |                                 |           |       | -        |
|  |                                 |           |       | -        |
|  |                                 |           |       | -        |
| TOTAL OTHER EXPENSE                          |                                 |           |       | 3,420.00 |

**TOTAL REQUEST FOR EVENT 1**

**5,220.00**

Instructions: Please complete all areas of PINK that apply.

## Lodgers' Tax Budget - Event Number 2

### Event Information

|                          |  |                      |     |
|--------------------------|--|----------------------|-----|
| Name of Event            | Día de los Muertos   |                      |     |
| Date                     | 11/1/25  |                      |     |
| Location                 | Downtown Hobbs   |                      |     |
| Description              | DIA Hobbs proposes a downtown Dia de los Muertos celebration to honor and uplift the cultural heritage of Hobbs, NM. This vibrant event will center on the traditional Mexican holiday that celebrates and remembers loved ones who have passed away through art, music, storytelling, food, and community gathering. This celebration will activate Downtown Hobbs and serve as a |                      |     |
| Expected Attendance      | 1000   | # of Overnights      | 100 |
| Is this an annual event? |  | Is this a new event? |     |

#### PRINTING

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

#### PRINT MEDIA

|                | Name                          | # of ads | Cost              | Total    |
|----------------|-------------------------------|----------|-------------------|----------|
| Newspaper      | Hobbs News Sun (21 total ads) | 1        | 3,370.55          | 3,370.55 |
|                |                               |          |                   | -        |
|                | SUBTOTAL                      |          |                   | 3,370.55 |
| Magazine/Other |                               |          |                   | -        |
|                |                               |          |                   | -        |
|                | SUBTOTAL                      |          |                   | -        |
|                |                               |          | TOTAL PRINT MEDIA | 3,370.55 |

#### ELECTRONIC MEDIA

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

#### OTHER EXPENSE

|   | Name                                   | # of item | Cost                | Total     |
|---|--|-----------|---------------------|-----------|
| Professional Performance Fees                 | Out of Town Performers - Gabriella Mai | 1         | 7,000.00            | 7,000.00  |
| Sound and Lighting Costs                      | Out of Town Performers - Mariachi Del  | 1         | \$5,000             | 5,000.00  |
| Sanction Fees                                 |  |           |                     | -         |
| Promotional Items (eg: t-shirts, rings, etc.) | T-Shirts                               | 325       | 17.00               | 5,525.00  |
| Other: (please list)                          |  |           |                     | -         |
|   |  |           |                     | -         |
|   |  |           |                     | -         |
|   |  |           |                     | -         |
|   |  |           |                     | -         |
|   |  |           |                     | -         |
|   |  |           |                     | -         |
|   |  |           | TOTAL OTHER EXPENSE | 17,525.00 |

**TOTAL REQUEST FOR EVENT 2**

**20,895.55**

Instructions: Please complete all areas of PINK that apply.



## Lodgers' Tax Budget - Event Number 3

### Event Information

|   |   |                      |                     |                      |                  |          |       |   |   |
|---|---|----------------------|---------------------|----------------------|------------------|----------|-------|---|---|
| Name of Event                                       | Music & Murals  |                      |                     |                      |                  |          |       |   |   |
| Date  | 10/11/25  |                      |                     |                      |                  |          |       |   |   |
| Location  | Downtown Hobbs  |                      |                     |                      |                  |          |       |   |   |
| Description   | The Music and Murals Festival will transform Downtown Hobbs into a hub for public art and live entertainment. Through the creation of 11 5-Year murals and a one-day event featuring 6 live music performances, vendors, and community activities, the festival aims to support local artists, revitalize downtown, and establish Hobbs as a regional arts destination. |                      |                     |                      |                  |          |       |   |   |
| Expected Attendance                                 | 1,000   | # of Overnights      | 100                 |                      |                  |          |       |   |   |
| Is this an annual event?                            | Yes   | Is this a new event? | Yes                 |                      |                  |          |       |   |   |
| <b>PRINTING</b>                                     |   |                      |                     |                      |                  |          |       |   |   |
| Posters (save-the-date)<br>Programs<br><br>Mailings | Cost  | Quantity             | Total               | Flyers<br>Tickets    | Cost             | Quantity | Total |   |   |
|   |   |                      | -                   |                      |                  |          | 0.00  |   |   |
|   |   |                      | -                   |                      |                  |          | -     |   |   |
|   | SUBTOTAL  |                      |                     |                      | -                | SUBTOTAL |       |   | - |
|   |   |                      | -                   |                      |                  |          |       | - |   |
|   |   |                      |                     | TOTAL PRINTING COSTS |                  |          | -     |   |   |
| <b>PRINT MEDIA</b>                                  |   |                      |                     |                      |                  |          |       |   |   |
| Newspaper   | Name  | # of ads             | Cost                | Total                |                  |          |       |   |   |
|   | Hobbs News Sun (21 ads total)   | 1                    | 3,370.55            | 3,370.55             |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   | SUBTOTAL  |                      |                     | 3,370.55             |                  |          |       |   |   |
| Magazine/Other                                      | Name  | # of ads             | Cost                | Total                |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   | SUBTOTAL             |                     | -                    |                  |          |       |   |   |
|   |   |                      | TOTAL PRINT MEDIA   |                      | 3,370.55         |          |       |   |   |
| <b>ELECTRONIC MEDIA</b>                             |   |                      |                     |                      |                  |          |       |   |   |
| Radio<br><br>Television<br><br>Social Media         | Name  | # of spots           | Cost                | Total                |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      | TOTAL ELECTR. MEDIA |                      | -                |          |       |   |   |
| <b>OTHER EXPENSE</b>                                |   |                      |                     |                      |                  |          |       |   |   |
|   | Name  | # of item            | Cost                | Total                |                  |          |       |   |   |
| Professional Performance Fees                       | Out of Town Performers - MIA ASANO  | 1                    | \$6,000             | 6,000.00             |                  |          |       |   |   |
| Sound and Lighting Costs                            |   |                      |                     | -                    |                  |          |       |   |   |
| Sanction Fees                                       | T-Shirts Giveaway   | 500                  | \$17                | 8,500.00             |                  |          |       |   |   |
| Promotional Items (eg: tshirts, rings, etc.)        |   |                      |                     | -                    |                  |          |       |   |   |
| Other: (please list)                                |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      |                     | -                    |                  |          |       |   |   |
|   |   |                      | TOTAL OTHER EXPENSE |                      | 14,500.00        |          |       |   |   |
| <b>TOTAL REQUEST FOR EVENT 3</b>                    |   |                      |                     |                      | <b>17,870.55</b> |          |       |   |   |

Instructions: Please complete all areas of PINK that apply.

# Hobbs Airfield Speedway





**City of Hobbs**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**  
**from 05/01/2022 - 06/30/2023**

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<br>Sound and Lighting as Related to Performance<br>Advertising/Promotion Items<br>Sanitation<br>Sanction Fees | Administrative Office Overhead<br>Website Costs<br>Real Property<br>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. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Hobbs Lodgers' Tax Fund.**

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 18th, 2022**. (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 (05/01/2022-06/30/2023) will revert back to the City of Hobbs Lodgers' Tax Fund. Expenses will NOT be reimbursed after August 31, 2023.**
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.

Jamal Awwad  
Representative

Hobbs Airfield Speedway  
Name of Organization

9/25/2025  
date

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

|                 |                                 |
|-----------------|---------------------------------|
| Organization    | Hobbs Airfield Speedway         |
| Name of Contact | Jamal Awwad                     |
| Address         | 529 W. Gold Ave.,               |
| City, State Zip | Hobbs, NM 88240                 |
| Phone#/Fax#     | 575-631-5099                    |
| email           | hobbsairfieldspeedway@gmail.com |

**Event Budget**

|        |                        | Event 1          | Event 2  | Event 3  | Event 4  | Event 5  | Total            |
|--------|------------------------|------------------|----------|----------|----------|----------|------------------|
| Income | Sponsorships           |                  |          |          |          |          | -                |
|        | Sales                  | 10,000.00        |          |          |          |          | 10,000.00        |
|        | Donations              |                  |          |          |          |          | -                |
|        | Prior Year Carryover   |                  |          |          |          |          | -                |
|        | Other (please explain) |                  |          |          |          |          | -                |
|        | <b>Total Income</b>    | <b>10,000.00</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>10,000.00</b> |

|                                     |                                 | Event 1         | Event 2  | Event 3  | Event 4  | Event 5  | Total           |
|-------------------------------------|---------------------------------|-----------------|----------|----------|----------|----------|-----------------|
| EXPENSE<br>(NON-<br>LODGERS'<br>TAX | Cost of Sales Items             | 6,250.00        |          |          |          |          | 6,250.00        |
|                                     | Cost of Awards                  | 3,000.00        |          |          |          |          | 3,000.00        |
|                                     | Building/Booth Rent             |                 |          |          |          |          | -               |
|                                     | Advertising                     |                 |          |          |          |          | -               |
|                                     | Printing & Mailing              |                 |          |          |          |          | -               |
|                                     | Print Media                     |                 |          |          |          |          | -               |
|                                     | Electronic Media                |                 |          |          |          |          | -               |
|                                     | Misc.<br>(Please explain)       |                 |          |          |          |          | -               |
|                                     |                                 |                 |          |          |          |          | -               |
|                                     | <b>Total NON- LODGERS' Exp.</b> | <b>9,250.00</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>9,250.00</b> |

NON -  
LODGERS'  
TAX

**Lodgers' Tax Budget Summary**

|  | Event 1         | Event 2  | Event 3  | Event 4  | Event 5  | Total           |
|--|-----------------|----------|----------|----------|----------|-----------------|
| Printing                               | -               | -        | -        | -        | -        | -               |
| Print Media                            | -               | -        | -        | -        | -        | -               |
| Electronic Media                       | -               | -        | -        | -        | -        | -               |
| Other Promoter David Acosta            | 3,500.00        | -        | -        | -        | -        | 3,500.00        |
| <b>TOTAL LODGERS' TAX REQ. SUMMARY</b> | <b>3,500.00</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>3,500.00</b> |

LODGERS'  
TAX

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

# Lodgers' Tax Budget - Event Number 1

## Event Information

Name of Event Smoke Mayhem 2.0 Hobbs  
 Date Jan,24th 2026  
 Location Hobbs Airfield Speedway 5333 N, A street Hobbs NM  
 Description Tailgate, Daily Driver and RWYB classes. Also we will have Burnout competition and Truck Show.

|                          |     |                      |     |  |
|--------------------------|-----|----------------------|-----|--|
| Expected Attendance      | 550 | # of Overnights      | 200 |  |
| Is this an annual event? | yes | Is this a new event? |     |  |

### PRINTING

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

### PRINT MEDIA

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

### ELECTRONIC MEDIA

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

### OTHER EXPENSE

|  | Name                  | # of item | Cost     | Total    |
|--|-----------------------|-----------|----------|----------|
| Professional Performance Fees                | David Acosta Promoter | 1         | 3,500.00 | 3,500.00 |
| Sound and Lighting Costs                     |                       |           |          | -        |
| Sanction Fees                                |                       |           |          | -        |
| Promotional Items (eg: tshirts, rings, etc.) |                       |           |          | -        |
| Other: (please list)                         |                       |           |          | -        |
|  |                       |           |          | -        |
|  |                       |           |          | -        |
|  |                       |           |          | -        |
|  |                       |           |          | -        |
| TOTAL OTHER EXPENSE                          |                       |           |          | 3,500.00 |

**TOTAL REQUEST FOR EVENT 1**

**3,500.00**

Instructions: Please complete all areas of PINK that apply.

# Lea County Commission for the Arts



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

|                 |                                    |
|-----------------|------------------------------------|
| Organization    | Lea County Commission for the Arts |
| Name of Contact | David Blackwood                    |
| Address         | 122 W. Broadway St.                |
| City, State Zip | Hobbs, NM 88240                    |
| Phone#/Fax#     | 575-631-9472                       |
| email           | director@lccanm.org                |

**Event Budget**

| Income                              |                                       | Event 1   | Event 2 | Event 3 | Event 4 | Event 5 | Total     |
|-------------------------------------|---------------------------------------|-----------|---------|---------|---------|---------|-----------|
|                                     | Sponsorships                          | 21,000.00 |         |         |         |         | 21,000.00 |
|                                     | Sales                                 |           |         |         |         |         | -         |
|                                     | Donations                             | 250.00    |         |         |         |         | 250.00    |
|                                     | Prior Year Carryover                  | -         |         |         |         |         | -         |
|                                     | Other (please explain)                |           |         |         |         |         | -         |
|                                     | Total Income                          | 21,250.00 | -       | -       | -       | -       | 21,250.00 |
|                                     |                                       | Event 1   | Event 2 | Event 3 | Event 4 | Event 5 | Total     |
| EXPENSE<br>(NON-<br>LODGERS'<br>TAX | Cost of Sales Items                   | 7,240.00  |         |         |         |         | 7,240.00  |
|                                     | Cost of Awards                        |           |         |         |         |         | -         |
|                                     | Building/Booth Rent                   |           |         |         |         |         | -         |
|                                     | Advertising                           | 1,000.00  |         |         |         |         | 1,000.00  |
|                                     | Printing & Mailing                    |           |         |         |         |         | -         |
|                                     | Print Media                           | 1,000.00  |         |         |         |         | 1,000.00  |
|                                     | Electronic Media                      | 170.00    |         |         |         |         | 170.00    |
|                                     | Misc. _____<br>(Please explain) _____ |           |         |         |         |         | -         |
|                                     |                                       |           |         |         |         |         | -         |
|                                     |                                       |           |         |         |         |         | -         |
|                                     | Total NON- LODGERS' Exp.              | 9,410.00  | -       | -       | -       | -       | 9,410.00  |

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                     | 1,000.00 | -       | -       | -       | -       | 1,000.00 |
| Electronic Media                | 200.00   | -       | -       | -       | -       | 200.00   |
| Other                           | 7,210.00 | -       | -       | -       | -       | 7,210.00 |
| TOTAL LODGERS' TAX REQ. SUMMARY | 9,410.00 | -       | -       | -       | -       | 9,410.00 |

LODGERS'  
TAX

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



# Lodgers' Tax Budget - Event Number 1

## Event Information

|               |   |  |  |
|---------------|---|--|--|
| Name of Event | LCCA Dueling Piano's Fundraiser   |  |  |
| Date          | November 21st 2025  |  |  |
| Location      | Lea County Center for the Arts  |  |  |
| Description   | The Dual Piano Fundraiser scheduled for November 21, organized by Lea County Center for the Arts (LCCA), features live dueling pianos providing high-energy entertainment. The event includes catered food by Joy Field, beer and wine included with tickets, and additional mocktails available for purchase. Various seating options are available, including premium tables with |  |  |

|                          |     |                      |            |
|--------------------------|-----|----------------------|------------|
| Expected Attendance      | 140 | # of Overnights      | at least 2 |
| Is this an annual event? | Yes | Is this a new event? | Yes        |

### PRINTING

| Posters (save-the-date)<br>Programs | Cost     | Quantity | Total  | Flyers<br>Tickets    | Cost     | Quantity | Total    |
|-------------------------------------|----------|----------|--------|----------------------|----------|----------|----------|
|                                     |          |          | -      |                      | \$10     | 50       | 500.00   |
|                                     | \$5      | 100      | 500.00 |                      |          |          | -        |
|                                     | SUBTOTAL |          | 500.00 |                      | SUBTOTAL |          | 500.00   |
|                                     | Cost     | Quantity | Total  |                      |          |          |          |
| Mailings                            |          |          | -      | TOTAL PRINTING COSTS |          |          | 1,000.00 |

### PRINT MEDIA

| Newspaper      | Name                            | # of ads | Cost              | Total    |
|----------------|---------------------------------|----------|-------------------|----------|
|                | LCCA Dueling Piano's Fundraiser | 1        | 1,000.00          | 1,000.00 |
|                |                                 |          |                   | -        |
|                | SUBTOTAL                        |          |                   | 1,000.00 |
| Magazine/Other | Name                            | # of ads | Cost              | Total    |
|                |                                 |          |                   | -        |
|                |                                 |          |                   | -        |
|                |                                 | SUBTOTAL |                   | -        |
|                |                                 |          | TOTAL PRINT MEDIA | 1,000.00 |

### ELECTRONIC MEDIA

|                     | Name                                    | # of spots | Cost   | Total  |
|---------------------|---|------------|--------|--------|
| Radio               |   |            |        | -      |
| Television          |   |            |        | -      |
| Social Media        | LCCA's Dueling Paino Fundraiser (boost) | 1          | 200.00 | 200.00 |
|                     |   |            |        | -      |
| TOTAL ELECTR. MEDIA |   |            |        | 200.00 |

### OTHER EXPENSE

|  | Name                     | # of item | Cost    | Total    |
|--|--------------------------|-----------|---------|----------|
| Professional Performance Fees                | Rocket Man Entertainment | 1         | \$6,000 | 6,000.00 |
| Sound and Lighting Costs                     |                          |           |         | -        |
| Sanction Fees                                |                          |           |         | -        |
| Promotional Items (eg: tshirts, rings, etc.) | shirts for event         | 55        | 22.00   | 1,210.00 |
| Other: (please list)                         |                          |           |         | -        |
|  |                          |           |         | -        |
|  |                          |           |         | -        |
|  |                          |           |         | -        |
|  |                          |           |         | -        |
|  |                          |           |         | -        |
| TOTAL OTHER EXPENSE                          |                          |           |         | 7,210.00 |

**TOTAL REQUEST FOR EVENT 1**

**9,410.00**

Instructions: Please complete all areas of PINK that apply.