

**COUNTY OF LINCOLN**  
**New Mexico**  
***Special Meeting***  
**Board of County Commissioners**

**Preston Stone, Chairman**  
**Elaine Allen, Member**  
**Lynn Willard, Member**  
**Rhonda Burrows, Clerk**  
**Robert Shepperd, Sheriff**

**Dallas Draper, Vice Chairman**  
**Thomas F. Stewart, Member**  
**Paul Baca, Assessor**  
**Beverly Calaway, Treasurer**  
**Stirling Spencer, Probate Judge**

**Nita Taylor, County Manager**

---

**AGENDA**

**Commission Chambers, Monday, July 13, 2015 @ 9:00 A.M.**

1. Call to Order
2. Roll Call
3. Invocation
4. Pledge of Allegiance
  - a. Pledge – U.S. A. Flag
  - b. Salute – N.M. Flag (“I salute the flag of the State of New Mexico, the Zia Symbol of perfect friendship among united cultures”)
5. Approval of Agenda
6. Approval of Lodger’s Tax Applications with backup material:
  - a. Application 0001: Funding Request: \$3,500  
Purpose: Alto Artist Studio Tour  
Date(s) of Event: August 6-9, 2015  
Presenter: Stephen Sabo/Alto Artist Studio Tour
  - b. Application 0002: Funding Request: \$16,747.26  
Purpose: Old Lincoln Days  
Date(s) of Event: August 7-9, 2015  
Presenter: Cherie Hobbs/Lincoln Pageant & Festivals
  - c. **TABLED UNTIL JULY 28, 2015 LODGER’S TAX MEETING**  
Funding Request: \$2,000  
Purpose: Christmas Jubilee  
Date(s) of Event: November 13-15, 2015  
Presenter: Linda Mckinley/Ruidoso Valley Greeters

---

PLEASE NOTE: ALL SUBJECTS LISTED ON THIS AGENDA ARE TO BE CONSIDERED ACTION ITEMS BY THE BOARD OF COUNTY COMMISSIONERS UNLESS OTHERWISE INDICATED.

- d. Application 0003: Funding Request: \$5,000  
Purpose: Golden Aspen Rally  
Date(s) of Event: September 16-20, 2015  
Presenter: Patric Pearson/CP6, Solutions, LLC.
  
- e. **TABLED UNTIL JULY 28, 2015 LODGER'S TAX MEETING**  
Funding Request: \$2,000  
Purpose: The Frontier Trail  
Date(s) of Event: N/A  
Presenter: Peter Renich/TinTopTec/Carrizozo Chambers
  
- f. Application 0004: Funding Request: \$2,000  
Purpose: Tour de Ruidoso  
Date(s) of Event: September 26, 2015  
Presenter: Michelle Thurston/Bicycle Ruidoso

7. Signing of Official Documents

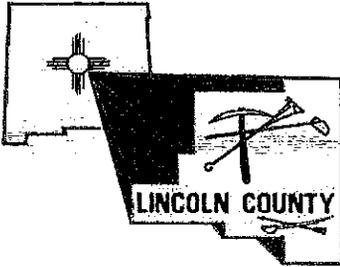
8. Next meetings:

- a. July 21, 2015, Regular Commission Meeting

9. Adjourn

---

PLEASE NOTE: ALL SUBJECTS LISTED ON THIS AGENDA ARE TO BE CONSIDERED ACTION ITEMS BY THE BOARD OF COUNTY COMMISSIONERS UNLESS OTHERWISE INDICATED.



www.lincolncountynm.net

# County of Lincoln

P.O. Box 711 • 300 Central Ave. • Carrizozo, New Mexico 88301-0711 • (575) 648-2385

## AGENDA ITEM No. 6

July 9, 2015

### MEMORANDUM

**TO:** County Commissioners

**FROM:** Nita Taylor, Lincoln County Manager

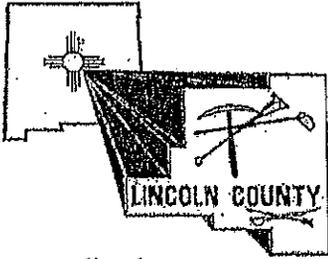
**SUBJECT:** Lodger's Tax Applications with backup material

**Purpose:** To approve Lodger's Tax Applications

**Discussion:** The Lodger's Tax Committee was presented with six requests and of these six requests, four were approved. Requests 3 and 5 were tabled until the next Lodger's Tax meeting of July 28, 2015 due to no shows from the recipients.

1. Application 0001: Funding Request: \$3,500/**Approved \$2,000**  
Purpose: Alto Artist Studio Tour  
Date(s) of Event: August 6-9, 2015  
Presenter: Stephen Sabo/Alto Artist Studio Tour
2. Application 0002: Funding Request: \$16,747.26/**Approved \$15,000**  
Purpose: Old Lincoln Days  
Date(s) of Event: August 7-9, 2015  
Presenter: Cherie Hobbs/Lincoln Pageant & Festivals
3. Funding Request: \$2,000  
Purpose: Christmas Jubilee  
Date(s) of Event: November 13-15, 2015  
Presenter: Linda Mckinley/Ruidoso Valley Greeters
4. Application 0003: Funding Request: \$5,000/**Approved \$5,000**  
Purpose: Golden Aspen Rally  
Date(s) of Event: Sept. 16-20, 2015  
Presenter: Patric Pearson/CP6, Solutions, LLC.
5. Funding Request: \$2,000  
Purpose: The Frontier Trail  
Date(s) of Event: N/A  
Presenter: Peter Renich/TinTopTec/Carrizozo Chambers
6. Application 0004: Funding Request: \$2,000/**Approved \$2,000**  
Purpose: Tour de Ruidoso  
Date(s) of Event: September 26, 2015  
Presenter: Michelle Thurston/Bicycle Ruidoso

**Recommendation:** Approve the \$24,000.00 as recommended by the Lodger's Tax Committee.



# County of Lincoln

P.O Box 711 • 300 Central Ave. • Carrizozo, New Mexico 88301-0711 • (575) 648-2385

[www.lincolncountynm.net](http://www.lincolncountynm.net)

NAME OF EVENT: **Alto Artist Studio Tour** \_\_DATE(S) OF EVENT: **August 6,7,8,9 2015**

NAME OF ORGANIZATION(S) APPLYING FOR FUNDING: **Alto Artist Studio Tour**

AMOUNT REQUESTED: **\$ 3,500**

DESCRIBE EVENT BACKGROUND & RATIONALE: **See Attached**

HOW WILL YOU ADVERTISE AND MARKET THE EVENT? **See Attached**

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? **See Attached**

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A LINCOLN COUNTY LODGER?  YES \_\_ NO HOW WILL OCCUPANCY RATES BE REPORTED/TRACKED? **See Attached**

WHAT PERCENTAGE OF YOUR MEDIA BUDGET WILL BE USED OUTSIDE OF LINCOLN COUNTY? **25 %**  
WILL YOU HAVE A WEBSITE FOR YOUR EVENT?  YES NO

FUNDS WILL BE USED FOR:

NEWSPAPER ADVERTISING:	\$	_____
RADIO:	\$	_____
MAGAZINE:	\$	<b>See Attached Budget</b>
INTERNET:	\$	_____
PRINTING:	\$	_____
OTHER:	\$	_____
TOTAL:	\$	_____

OTHER FUNDING SOURCE & AMOUNT **Artist Fees, Silent Auction, Sponsors \$8,925**

Please feel free to add additional pages, samples of ads or brochure artwork, etc.

**RULES AND REGULATIONS**

I understand that these are public funds and they are to be administered according to State Law and County Ordinances, and I agree to submit a follow up report with a financial statement within (90) days following the event or I could forfeit the funds. Funding recommended for approval by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Commission (Governing Body). I also understand that approved funding amounts may differ from the amount requested on the application.

NAME PRINT OF APPLICANT MAKING REQUEST: **Stephen Sabo**

SIGNATURE OF APPLICANT: *Stephen Sabo*

ADDRESS/CITY ZIP: **130 Juniper Springs Road, Nogal, NM 88341**

PHONE: **575-354-0201**

EMAIL ADDRESS: **stevesabo@windstream.net**

DATE SUBMITTED: *2/21/15*

PRESENTED AT MEETING ON:

Attach any previous year's budget and proposed budget for event. Mail or deliver to Bilile-Jo Guevara, Lincoln County, PO Box 711, Carrizozo, NM 88301 or Fax to (575)648-4182.

County Manager's Fax  
(575) 648-4182

Finance/Purchasing Fax  
(575) 648-2381

Rural Addressing Fax  
(575) 648-2816

### AAST 2015 Budget

EXPENSES	
Advertising	
Brochures	\$ 2,100.00
Website	\$ 400.00
Ruidoso News (Vamanos)	\$ 525.00
Las Cruces Bulletin	\$ 500.00
Lubbock/Midland	\$ 525.00
Free Press	\$ -
Spencer Ad (Credit Above)	\$ 350.00
Spencer Theater Program	\$ 460.00
The Ink	\$ 600.00
El Paso Scene	
Your Host Magazine	\$ 525.00
Ruidoso Visitors Guide	\$ 2,000.00
Lincoln Days Brochure	\$ 75.00
Postcards	\$ 130.00
Mailing List Postage	\$ 100.00
Radio Advertising	\$ 200.00
Posters	\$ 25.00
<b>Total Advertising</b>	<b>\$ 8,515.00</b>
OTHER EXPENSES	
P.O. Box/Domain Name	\$ 140.00
Spencer Theater (set up/cleaning)	\$ 479.00
Computer fee(software/ink)	\$ 100.00
Door Prize Drawing	\$ 50.00
Dues (Chamber)	\$ 125.00
Entertainment/food @ Spencer	\$ 1,000.00
Office Supplies	\$ 60.00
Donation (Angel Fund)	\$ 150.00
Signage	\$ 325.00
Insurance	\$ 350.00
Questionnaires	\$ 10.00
Meeting Expenses	\$ 250.00
Supplies for bill pay	\$ 20.00
<b>Expenses</b>	<b>\$ 3,059.00</b>
<b>TOTAL EXPENSES</b>	<b>\$ 11,574.00</b>

# Lincoln County Lodgers Tax

## Lodgers Tax Request Information

### Alto Artist Studio Tour 2015

**Describe Event Rational:** 2015 marks the 12<sup>th</sup> year the Alto Artist Studio Tour has been in operation. Every year our goal is to draw people from outside Lincoln County and the State of New Mexico to the area, allowing them to experience the “magic” of our unique location. This year attendees will have the opportunity to visit 9 locations and with 21 local artists.

By bringing in outsiders, locals with visiting guests and others, the Alto Artist Studio Tour creates awareness to our pristine area while increasing revenue for local hotels, RV parks, bed and breakfasts, restaurants, realtors, stores and shops. The Tour also introduces people to the many extremely talented local artists who in turn sell their work. All of these people generate increased tax revenues, benefiting all residents of Lincoln County.

#### **How Will You Advertise and Market The Event:**

- Print advertising (Local, Eastern NM and Texas)
- Print flyers and brochures to be prominently displayed in restaurants, hotels, RV parks and other public places
- Radio ads, both paid and free
- Spencer Theater Gala pre-tour party
- Direct postcard mailing to an extensive past visitors list
- Tour announcements will be submitted to NPR, AAA, New Mexico Magazine and Enchantment Magazine
- Prominently listed in the Ruidoso Tourism Guide as well as the Visitor Rack cards, both of which are displayed throughout the area
- An active website and Face book page
- The Alto Artist Studio Banner will be displayed over Sudderth Drive across from MacDonald’s, a banner will be attached to the fence at the tennis courts on Sudderth and the event will be displayed on the flashing sign at the Chamber of Commerce

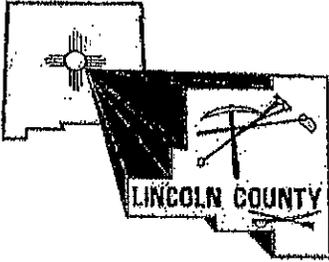
**How Will Attendance and Origin Be Measured:** Each Location will conduct a survey utilizing our 2015 Participant Questioner. From the questioner we will determine: How they heard about the show, where they are from and where they are staying. These data help us determine the attendance numbers and allow us to focus on where and how to advertise in the future.

In past years the Alto Artist Studio Tour has had over 400 participants attending this four day (including the Spencer Theater Party) event. Approximately 40% of attendees have out of state addresses.

**Special Room Packages / Reporting- Tracking:** Several hotels in the area will be offering special packages for visitors staying in their respective establishments who will be visiting the Alto Artist Studio Tour. Links to the hotels will be displayed on our website.

Upon completion of the Alto Artist Studio Tour, tallies of attendees taking advantage of the hotel offers will be compiled and evaluated.

Alto Artist Studio Tour  
Stephen Sabo  
130 Juniper Springs Road  
Nogal, NM 88341



www.lincolncountynm.net

RECEIVED

JUN 02 2015

# County of Lincoln

ADMINISTRATION  
LINCOLN COUNTY NM

P.O. Box 711 • 300 Central Ave. • Carrizozo, New Mexico 88301-0711 • (575) 648-2385

## LODGER'S TAX REQUEST FORM

Name of Event: Old Lincoln Days Date(s) of Event: Aug 7-9 2015

Name of Organization(s) applying for Funding: Lincoln Pageant & Festival

Amount requested for consideration: 16,747.24

The following list of items will be considered as the Board of County Commissioners and the Lodger's Tax Committee reviews your request for funding. If any space is left blank, please provide reasoning.

Describe Event:

This is our 75th year. We send Programs all over NM & West TX. We do advertising all over NM & West TX.

Have Lincoln County Lodger's Tax funds been requested for this event before? Please circle one:  yes  no

If yes:

How many years has Lincoln County Lodger's Tax funds been used for the Event listed below? \_\_\_\_\_

List past years' requested funding amount(s):

Year: 2014 Amount requested: 18,901.97 Amount funded: 18,901.97

Year: 2013 Amount requested: 14,673? Amount funded: 14,673?

Year: 2012 Amount requested: 17,780.00 Amount funded: 17,780.00

What is the estimated total cost of the Event listed above for this year? 30,000.00

What percentage of the cost of the Event listed above are you requesting from the County? 75.90

How will the Event track guests who attend to determine how many out-of-town guests utilized County lodging as a result of the Event? I am not sure

Are there any in-kind or matching funds anticipated for the Event? From Pageant itself

If funding is granted by the Board of County Commissioners, please list dollar amounts of how funds are anticipated to be used in advertising:

Newspaper advertising:	<u>4568.59</u>	Radio:	<u>2415.60</u>
Magazines:	<u>3520.35</u>	Internet:	<u>809.94</u>
Printing:	<u>7636.89</u>	Other:	<u>4296.49</u>

What percentage of your budget is planned to be used for out-of-County advertising? 90%

What sources and what amount of funding have been requested elsewhere? None

Please feel free to add additional pages for consideration, and samples of past advertising or brochures.

### STATEMENT OF UNDERSTANDING

I understand that I am requesting public funds and they are to be administered according to State Law and County Ordinances, and I agree to submit a follow-up report with a financial statement within ninety (90) days following the event or I may forfeit the funds. I understand that funding recommended for approval by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Board of County Commissioners. I also understand that approved funding amounts may differ from the amount requested on this application.

Name of Applicant (Please Print):	Cherie Hobbs	
Signature of Applicant:	<i>Cherie Hobbs</i>	
Address: Street/City/Zip:	PO Box 98 Lincoln NM 88338	
Phone:	575-420-3120	Email: hobbasc@gmail.com
Date submitted:	8-28-15	

Please supply a list of attached documents, and include previous years' Event budgets:

---

---

---

---

<b>FOR COUNTY USE:</b>
Date received:
Received by:
Added to Lodger's Tax Committee Agenda scheduled for:

2015

75<sup>th</sup> Anniversary

Printing

Banners \$250.00

Program design & Printing \$6953.30

5000 programs 4000 of them go out of town and out of  
state before the event

Posters \$226.50

Advertising Cards \$207.09

Total \$7636.89

Internet

Website (pageant) \$709.34

What's Up Website \$100.00

Total \$809.34

Radio

Kbuy Kwes \$443.20

All of Lincoln County Parts of Chaves & Otero County

MTD Kwmw Kmb Kldx Ktum \$898.02

All of Lincoln County

Alamogordo Roswell Artesia Hobbs Lovington Carlsbad

Artesia Ktza Kpze Kend \$1074.38

All Eddy & Chaves County Parts of Lea & Otero County

And Pecos Tx

Total \$2415.60

Newspaper

Pg 2

Ruidoso News

\$247.10

Albq Journal

\$2445.71

Statewide

Clovis

\$343.60

Portales Tribune

\$700.78

Carlsbad Argus

\$700.00

Summer Guide

\$475.00

Inserted in

Total \$4568.59

Magazine

New Mexico Magazine

\$570.35

True West Magazine April & July

\$2950.00

Total \$3520.35

Banner on horse drawn troll at wine festival in Las Cruces

\$300.00

Porta Pottys

\$3619.80

Trash

\$376.69

Total \$4269.49

Grand Total \$23,247.26

CHRISTMAS JUBILEE. 2014  
NOVEMBER 14, 15, 16

ATTENDANCE AND SURVEY RESULTS

Attendance:	Total Paid Attendance:	3917
	Active Military & Families Free:	89
	Santa Room Attendance:	496

Every year we do a random survey to gain information that is important to the advertising committee. We wish we could interview everyone that comes but that is impossible, so we take a smattering of the people everyday of the Jubilee. This gives us an overview of where our advertising money is going and what changes we need to make.

Where From:

New Mexico: Ruidoso (Lincoln County), Alamogordo, Cloudcroft, Albuquerque, Artesia, Clovis, Hale Center?, Las cruces, Roswell, Rio Rancho, Muleshoe, Monahan, Tularosa, White Sands, Germany (Hollaman), Carlsbad, Hobbs, Tucumcari, Lovington

Texas: Abilene, Austin, Big Springs, Eastland, Lubbock, Midland, Odessa, El Paso, Samora, Slayton, Snyder, Amarillo, DFW/Flower Mound, Nacogdoches, Nanton, New Brunfield, Odessa, Orange, Pivlet Point, San Antonio, Shallowater, Stephenville, White Falls, Wichita Falls, Woodson, Fort Bliss, Lendland

Other: Grand Rapids, Michigan	Arizona
St. Louis, Missouri	Riverside, California
Connecticut	Salt Lake City, Utahans
Chichaha, Mexico	Seattle, Washington

Where Stayed:

The Lodge, Cabins, Private House, Westland Lodge, Hotel, Motels, Pine Cliff Village, Inn Of The Mountain Gods, Condos, LaQuinta, Bottle House Cabins, Crown Point Condos, Comfort Inn, Mountainair Cabins, Big Springs Inn

Where You Heard About The Jubilee:

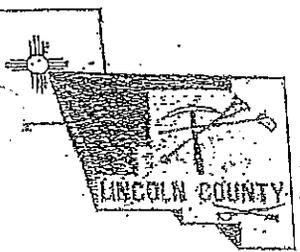
Come Every a Year, Posters, Pulse Magazine, Senior Center in Alamogordo, Chamber Website, FaceBook, Newspaper, Friends, Church Group, Internet, Street Banner, Vamonos, Radio, Book Marks, Vendors, Local Merchants, The Lodge, Rack Cards, Convention Sign, Magazines, Websites

Our attendance was down a little this year due to the snow storm on Sunday, but the Vendors were very pleased with the sales and the over all presentatio of the jubilee. Many commented on the free advertisement they received due to the various websites. It was a great show and the Vendors were very pleased.

We would like to thank Citi Bank, KBYK west, and any other business that helped. The profits we make go back into the community by donations to the various charities.

# Advertising Budget 2014

Pay to:	For:	Budget:	Actual:	Tax:	Tear sheet:	Paid:
<b>Print Plus</b>						
	Rack cards.		\$685.00			
	Book marks.		\$375.00			
	Posters.		\$187.50			
	Set up.		\$ 75.00			
			\$1322.50	\$100.84		\$1423.34
<b>Old Lincoln</b>						
Days Program	1/2 page Ad.		\$90.00			\$90.00
<b>Go Daddy</b>						
	Web Page.		\$83.08			\$83.08
<b>Ruidoo Web</b>						
	Web adv.					
	One month adv.					
	Web site main.		\$400.00.			\$400.00
<b>Ruidoso News</b>						
	Vamonos(3).		\$330.75	28.12	Yes	\$358.87
	Ruidoso News(2).		\$112.00	38.28	Yes	\$384.96
	Ruidoso News					
	Tower (20,000)		\$200.00	17.25	Yes	\$277.75
	Alamogordo.		\$105.00	8.27	Yes	\$113.27
	Hologram		\$101.25	7.97	Yes	\$109.22
	Missile Ranger		\$ 86.25	6.79	Yes	\$ 93.04
	Carlsbad CA		\$105.00	7.81	Yes	\$112.81
	El Paso Times		\$960.00	82.80	Yes	\$1042.80
	Las Cruces/Pulse		\$219.69	17.43	Yes	\$237.03
				Tax: \$214.72.		\$2729.75
<b>Sign Company Update Banner.</b>						
			No charge			
<b>Greeter's Facebook.</b>						
						\$618.22
<b>SW Advertising.</b>						
						\$253.65
<b>Total:</b>						\$5598.04



# County of Lincoln

P.O. Box 711 • 300 Central Ave. • Carrizozo, New Mexico 88301-0711 • (575) 648-2385

www.lincolncountynm.net

NAME OF EVENT: CORNER ASPEN RACE DATE(S) OF EVENT: SEPT 16-20, 2015

NAME OF ORGANIZATION(S) APPLYING FOR FUNDING: CPA SOLUTIONS, LLC

AMOUNT REQUESTED: \$ 5,000.00

DESCRIBE EVENT BACKGROUND & RATIONALE: S. D&I MOTORCYCLE CONVENTION & TRADE SHOW. HISTORICALLY THE EVENT ATTRACTS 30,000+ TO THE AREA AND SPARKS BUSINESS ECONOMY DURING SHOULDER SEASON

HOW WILL YOU ADVERTISE AND MARKET THE EVENT? EXTENSIVE NATIONAL ADVERTISING PROMOTION CAMPAIGN TO TARGET NATIONWIDE MOTORCYCLE COMMUNITY

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? EVERY PARTICIPANT MUST FILL OUT A FORM CONTAINING PERSONAL INFORMATION

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A LINCOLN COUNTY LODGER?  YES  NO HOW WILL OCCUPANCY RATES BE REPORTED/TRACKED? BY LOCALS

WHAT PERCENTAGE OF YOUR MEDIA BUDGET WILL BE USED OUTSIDE OF LINCOLN COUNTY? 90% WILL YOU HAVE A WEBSITE FOR YOUR EVENT?  YES  NO

FUNDS WILL BE USED FOR:	
NEWSPAPER ADVERTISING:	\$ <u>250.00</u>
RADIO:	\$ <u>500.00</u>
MAGAZINE:	\$ <u>2,000.00</u>
INTERNET:	\$ <u>250.00</u>
PRINTING:	\$ <u>14,000.00</u>
OTHER:	\$ <u>9,000.00</u>
TOTAL:	\$ <u>24,000.00</u>

OTHER FUNDING SOURCE & AMOUNT SEED MONEY - \$2,500.00

Please feel free to add additional pages, samples of ads or brochure artwork, etc.  
**RULES AND REGULATIONS**

I understand that these are public funds and they are to be administered according to State Law and County Ordinances, and I agree to submit a follow up report with a financial statement within (90) days following the event or I could forfeit the funds. Funding recommended for approval by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Commission (Governing Body). I also understand that approved funding amounts may differ from the amount requested on the application.

NAME (PRINT) OF APPLICANT MAKING REQUEST: <u>CPA SOLUTIONS, LLC</u>	
SIGNATURE OF APPLICANT: <u>[Signature]</u>	
ADDRESS/CITY/ZIP: <u>PO Box 1467, Ruidoso, NM 88355</u>	
PHONE: <u>575.973.4977</u>	EMAIL ADDRESS: <u>ALD@LIMOTORCYCLEPARTS.COM</u>
DATE SUBMITTED: <u>11/2/2015</u>	PRESENTED AT MEETING ON: <u>11/27/2015</u>

Attach any previous year's budget and proposed budget for event. Mail or deliver to Billie-Jo Guevara, Lincoln County, PO Box 711, Carrizozo, NM 88301 or Fax to (575) 648-4182.

County Manager's Fax  
(575) 648-4182

Finance/Purchasing Fax  
(575) 648-2381

Rural Addressing Fax  
(575) 648-2816

Golden Aspen Rally

Proposed Budget for 2015

*Revenue:*

Lodger's Tax Fund	\$9,000.00
Seed Money	\$20,000.00
Rally Receipts	\$221,000.00
	<hr/>
	\$250,000.00

*Expenses:*

Fees & Dues	\$900.00
Bank & Credit Card Fees	\$1,750.00
Printing	\$10,000.00
Advertising	\$8,000.00
Office Supplies	\$3,000.00
Postage & Shipping	\$12,000.00
Pins & Patches	\$6,000.00
Trophies	\$5,000.00
Security Expense	\$5,000.00
Insurance	\$4,800.00
Food Costs	\$10,000.00
Janitorial Expense	\$3,000.00
Prize Costs	\$20,000.00
Stunt Show Expense	\$5,000.00
Officer Expenses	\$2,500.00
Telephone & Utilities	\$2,500.00
Computer Services	\$3,500.00
Travel & Trade Shows	\$4,500.00
Subscriptions	\$250.00
Rally Site Expense	\$20,000.00
Rents	\$28,000.00
Repairs & Maintenance	\$7,000.00

Depreciation Expense	\$15,000.00
Taxes	\$10,000.00
Contract Labor	\$12,000.00
Interests	\$300.00

---

\$200,000.00

*Net Revenue* \$50,000.00

*Seed Money* \$20,000.00

*Net Income* \$30,000.00

Golden Aspen Rally

2014 Income Statement

*Revenue:*

Lodger's Tax Fund	\$10,000.00
Seed Money	\$25,000.00
Rally Receipts	\$214,803.00
	<hr/>
	\$249,803.00

*Expenses:*

Fees & Dues	\$1,257.04
Bank & Credit Card Fees	\$1,060.85
Printing	\$18,347.75
Advertising	\$14,067.35
Office Supplies	\$3,590.44
Postage & Shipping	\$9,267.53
Pins & Patches	\$4,211.25
Security Expense	\$4,394.00
Insurance	\$3,513.11
Food Costs	\$9,441.29
Janitorial Expense	\$6,976.83
Prize Costs	\$16,364.99
Trophies	\$3,245.18
Officer Expenses	\$1,200.00
Telephone & Utilities	\$1,998.85
Equipment Costs	\$4,086.51
Training & Schools	\$0.00
Computer Services	\$1,094.12
Travel & Trade Shows	\$2,800.00
Rally Site Expense	\$18,702.09
Rents	\$26,250.00
Subscriptions	\$24.00
Repairs & Maintenance	\$4,454.66
Website	\$3,034.52
Stunt Show Expenses	\$1,319.00
Donations	\$12,000.00

Taxes	\$5,094.28
Contract Labor	\$18,000.00
Depreciation Expenses	\$13,773.00
Interests	\$1,331.46
Tax Prep	\$99.95

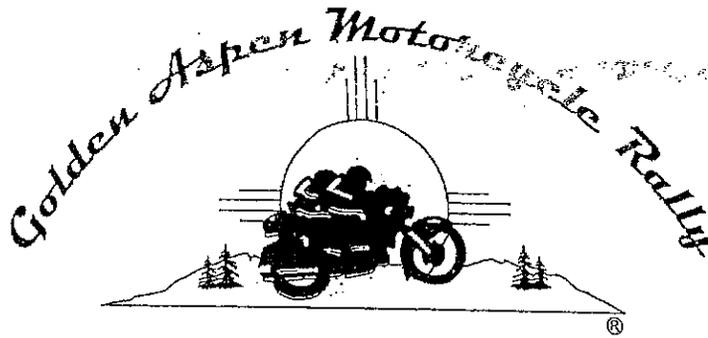
---

\$211,000.05

<i>Net Revenue</i>	\$38,802.95
--------------------	-------------

<i>Seed Money</i>	\$22,000.00
-------------------	-------------

<i>Net Income</i>	\$16,802.95
-------------------	-------------



PO Box 1467  
Ruidoso, NM 88355

2014  
GOLDEN ASPEN RALLY / AMA NATIONAL ROAD RIDING CONVENTION  
FACT SHEET

1. 10,550 registered for the Rally, another 20,000 plus participated in one or more of the activities. Local Police and news media estimate that over 25,000 bikers visited our area.
2. 30 states and 4 foreign countries (Germany, Canada, Austria and Mexico) represented
3. Long distance solo male--Hawaii, 6324 miles
4. Long distance solo female--Hawaii, 6324 miles
5. Long distance couple--Ohio, 8183 miles
6. Long distance Club--Mexico, 435 miles
7. Oldest male rider--77
8. Oldest female rider--66
9. This was the 44th year for a motorcycle event in the Ruidoso area
10. 209 vendors filled our 80,400 sq. ft. pavilion.
11. Grand Sweepstakes Prize was a 2014 Harley-Davidson FLHT Electra Glide Standard.
12. Grand Prize was 1 Set of Dunlop Motorcycle Tires
13. 19th Annual "Biker Buddy" Contest (live pets who ride) was very popular

14. Over 150 trophies, awards and cash prizes (\$3000) were awarded for bike judging, tour prizes and other awards.
15. Another \$9000 in contingency prizes were given away.

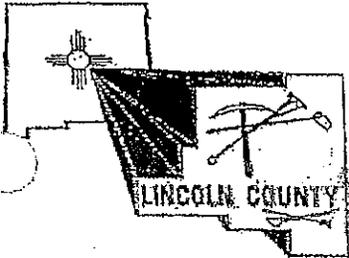
RECEIVED

MAR 09 2015

# County of Lincoln

ADMINISTRATION  
LINCOLN COUNTY, NM

P.O. Box 711 • 300 Central Ave. • Carrizozo, New Mexico 88301-0711 • (575) 648-2385



www.lincolncountynm.net

NAME OF EVENT: The Frontier Trail DATE(S) OF EVENT: NA - See Attached

NAME OF ORGANIZATIONS(S) APPLYING FOR FUNDING: TinTopTech / Carrizozo Chamber- See Attached

AMOUNT REQUESTED: \$ \$2,000

DESCRIBE EVENT BACKGROUND & RATIONALE: See Attached

HOW WILL YOU ADVERTISE AND MARKET THE EVENT? See Attached

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? Stacounter Web Analytics - See Attached

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A LINCOLN COUNTY LODGER? YES  NO  HOW WILL OCCUPANCY RATES BE REPORTED/TRACKED? Stacounter Web Analytics - See Attached

WHAT PERCENTAGE OF YOUR MEDIA BUDGET WILL BE USED OUTSIDE OF LINCOLN COUNTY? 100 %  
WILL YOU HAVE A WEBSITE FOR YOUR EVENT?  YES  NO See Attached

FUNDS WILL BE USED FOR:

NEWSPAPER ADVERTISING:	\$	_____
RADIO:	\$	_____
MAGAZINE:	\$	_____
INTERNET:	\$	<u>\$1,750</u>
PRINTING:	\$	_____
OTHER:	\$	<u>\$250</u>
TOTAL:	\$	_____

OTHER FUNDING SOURCE & AMOUNT Chamber Membership & Events Advertisement Fees

Please feel free to add additional pages, samples of ads or brochure artwork, etc.

### RULES AND REGULATIONS

I understand that these are public funds and they are to be administered according to State Law and County Ordinances, and I agree to submit a follow up report with a financial statement within (90) days following the event or I could forfeit the funds. Funding recommended for approval by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Commission (Governing Body). I also understand that approved funding amounts may differ from the amount requested on the application.

NAME (PRINT) OF APPLICANT MAKING REQUEST: <u>Peter B. Renich</u>	
SIGNATURE OF APPLICANT: <u>Peter B. Renich</u>	
ADDRESS/CITY/ZIP: <u>133 Lavano Drive, Box 1202, 88136-1202</u>	
PHONE: <u>575.353.3232</u>	EMAIL ADDRESS: <u>peterbrandt38@gmail.com</u>
DATE SUBMITTED: <u>March 6th, 2015</u>	PRESENTED AT MEETING ON:

Attach any previous year's budget and proposed budget for event. Mail or deliver to Billie-Jo Guevara, Lincoln County, PO Box 711, Carrizozo, NM 88301 or Fax to (575)648-4182.

County Manager's Fax  
(575) 648-4182

Finance/Purchasing Fax  
(575) 648-2381

Rural Addressing Fax  
(575) 648-2816

# Lincoln County Lodgers Tax Submission

NAME OF EVENT: Not Applicable      DATE(S) OF EVENT: Not Applicable

NAME OF ORGANIZATION(S) APPLYING FOR FUNDING: TinTopTech / Carrizozo Chamber of Commerce

AMOUNT REQUESTED: \$2,000

**DESCRIBE EVENT BACKGROUND & RATIONAL:** About 3 years ago the communities of Capitan & Carrizozo undertook a collaboration, combining their websites into a single entity. The result is 'The Frontier Trail', promoting tourism and relocation in Capitan, Carrizozo, Corona, Hondo, Lincoln, Nogal, and San Patricio & White Oaks. The funding will be used to update and expand the content specifically aimed to promote and encourage tourism related events, activities, recreation, dining and accommodations, which when updated will include a complete listing of Cabins, Vacation Rentals, Bed & Breakfast, Guest Ranches, RV Parks and Camp Grounds in Rural Lincoln County.

To preserve the community identities, the 2 independent websites share similar content:

The Capitan site, [www.villageofcapitan.com](http://www.villageofcapitan.com) has been online since August 8<sup>th</sup>, 2001

The Carrizozo site, [www.carrizozochamber.org](http://www.carrizozochamber.org) has been online since September 16<sup>th</sup>, 2008

The site may be viewed in its entirety at either website address. See enclosed Sample A (index page)

Of particular note are several key enhancements:

A color coded, categorized guided tour map promoting day and weekend trips to the Frontier Trail linked to specific pages on the website. See enclosed examples B (map) linked to C (Treasure Hunt).

Expand the Relocation Section, the assumption being that browsers seeking to relocate will spend several days or more exploring the region. The section will include a comprehensive description of amenities, housing and land availabilities, statistical & demographic information for each community on the Frontier Trail.

**HOW WILL YOU ADVERTISE & MARKET THE EVENT:** The Frontier Trail is the primary marketing tool, which currently provides detailed promotional material focused on tourism. There is an additional option of short-term front page display ads for special events. For example the Village of Capitan has promoted the annual 4<sup>th</sup> of July weekend and solicited 40% of parade applications online during the month preceding the Event. See enclosed example D, a 4-6 week promotion for Smokey Bear Days in Capitan. Collateral support for The Frontier Trail will be undertaken by email newsletters to strategic locations outside Lincoln County.

**HOW WILL ATTENDANCE AND ORGIN BE MEASURED:** Statcounter Website Analytics

**HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING THE WITH A LINCOLN COUNTY LODGER?**

No, but intend to do so if the Grant is approved.

**HOW WILL OCCUPANCY RATES BE REPORTED/TRACKED?** Both websites have tracking software installed. While I will not be able to track actual occupancy rates until after the fact by informal polling, keep an accurate count of hits to the lodging page of both sites for 30-60 days before the event.

During the 2014 tourist season (May 1-Sept. 30) Statcounter recorded 5,218 visitors & 12,472 page views globally.

For the month of February Statcounter recorded 717 visitors & 2,387 page views globally.

**WHAT PERCENTAGE OF YOUR MEDIA BUDGET WILL BE USED OUTSIDE OF LINCOLN COUNTY?**

100% of the budget will be used to develop and promote the website which has global reach.

**WILL YOU HAVE A WEBSITE FOR YOUR EVENT?** Yes

**FUNDS WILL BE USED FOR:** INTERNET: \$1,750      EMAIL NEWSLETTERS: \$250

**OTHER FUNDING SOURCES:** CHAMBER MEMBERSHIP & ENHANCED EVENT ADVERTISEMENT FEES.

**NAME OF APPLICANT MAKING REQUEST:** Peter B. Renich

**SIGNATURE OF APPLICANT:** \_\_\_\_\_

**ADDRESS/CITY/ZIP:** 133 Lavano Drive, Box 1202, Capitan New Mexico 88316-1202

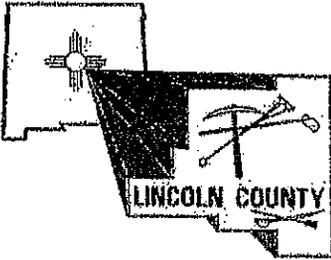
**PHONE:** 575.353.3232      **EMAIL ADDRESS:** [peterbrandt38@gmail.com](mailto:peterbrandt38@gmail.com)

**DATE SUBMITTED:** February 6<sup>th</sup>, 2015      **PRESENTED AT MEETING ON:** \_\_\_\_\_

RECEIVED

MAY 28 2015

ADMINISTRATION  
LINCOLN COUNTY NM



www.lincolncountynm.net

# County of Lincoln

P.O Box 711 • 300 Central Ave. • Carrizozo, New Mexico 88301-0711 • (575) 648-2385

## LODGER'S TAX REQUEST FORM

Name of Event: Tour de Ruidoso Date(s) of Event: September 26, 2015

Name of Organization(s) applying for Funding: Bicycle Ruidoso

Amount requested for consideration: \$2,000

The following list of items will be considered as the Board of County Commissioners and the Lodger's Tax Committee reviews your request for funding. If any space is left blank, please provide reasoning.

Describe Event:

See attached

Have Lincoln County Lodger's Tax funds been requested for this event before? Please circle one:  yes  no

If yes:

How many years has Lincoln County Lodger's Tax funds been used for the Event listed below? 2

List past years' requested funding amount(s):

Year: — Amount requested: — Amount funded: —

Year: 2013 Amount requested: \$3500 Amount funded: \$1500

Year: 2014 Amount requested: \$2500 Amount funded: \$2500

What is the estimated total cost of the Event listed above for this year? \$9300

What percentage of the cost of the Event listed above are you requesting from the County? 20%

How will the Event track guests who attend to determine how many out-of-town guests utilized County lodging as a result of the Event? registration, and survey given at event.

Communication with host hotel.

Are there any in-kind or matching funds anticipated for the Event? No

If funding is granted by the Board of County Commissioners, please list dollar amounts of how funds are anticipated to be used in advertising:

Newspaper advertising: <u>—</u>	Radio: <u>—</u>
Magazines: <u>?</u>	Internet: <u>\$1,000</u>
Printing: <u>\$700.00</u>	Other: <u>\$2,300 plus</u>

What percentage of your budget is planned to be used for out-of-County advertising? \_\_\_\_\_

What sources and what amount of funding have been requested elsewhere?

Ruidoso lodger's tax \$ ?, NM True Grant \$2500, Wal-Mart

Please feel free to add additional pages for consideration, and samples of past advertising or brochures. grant \$1,000  
sponsorships - amounts vary

### STATEMENT OF UNDERSTANDING

I understand that I am requesting public funds and they are to be administered according to State Law and County Ordinances, and I agree to submit a follow-up report with a financial statement within ninety (90) days following the event or I may forfeit the funds. I understand that funding recommended for approval by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Board of County Commissioners. I also understand that approved funding amounts may differ from the amount requested on this application.

Name of Applicant (Please Print):	Michelle Thurston
Signature of Applicant:	Michelle Thurston
Address: Street/City/Zip:	1703 Sudderth Dr #455 Ruidoso 88345
Phone: 915-525-3079	Email: cmleethurston@yahoo.com
Date submitted:	5-22-15

Please supply a list of attached documents, and include previous years' Event budgets:

- rational / description of event
- rack card (2015)
- pic number (2014)
- budget
- shirt (2014)
- poster (2015)

<b>FOR COUNTY USE:</b>
Date received:
Received by:
Added to Lodger's Tax Committee Agenda scheduled for:



Bicycle Ruidoso is a nonprofit organization dedicated to the promotion of cycling advocacy in Lincoln County.

This will be Bicycle Ruidoso's 9<sup>th</sup> Annual Tour de Ruidoso to be held on September 26, 2015. We have made some changes to this year's event, with the start and finish of the event being at the Spencer Theater. Riders will enjoy beautiful scenery and challenging hills as they ride from Ruidoso through Nogal, up Indian Divide, through Capitan, Fort Stanton, and back to Spencer Theater. Registrants can choose from many ride options: 20, 35, 50, or the grueling 100 miles which takes riders out on Pine Lodge Road towards Encinosa. Once riders return, they are treated to lunch and music at the beautiful Spencer Theater, where they can enjoy the views and cheer on the other riders.

All riders receive a custom made shirt with the logos of all local businesses that have sponsored the event, including the village and county. The bib numbers are also custom made to depict a photo to showcase our beautiful county. Families are encouraged to attend where they can also enjoy lunch while waiting for their rider to come in. This is a USA cycling event, with timing at the finish of each event.

Any proceeds from the Tour de Ruidoso after expenses will go back into the county through donations to local nonprofit charities. In the past, donations have been made to ENMU Foundation, Food 4 Kids Backpack Program, Rotary Club, COPE, Ruidoso Fire Auxiliary, and Bonito Volunteer Fire Department, to name a few.

Thank you for your consideration.

Michelle Thurston  
VP Events  
[cmleethurston@yahoo.com](mailto:cmleethurston@yahoo.com)  
915-525-3079



## Tour de Ruidoso Budget

Permits and Insurance	\$200
Posters and Rack Cards	\$500
Mailings	\$250
Shirts	\$2500
Venue	\$1000
Food	\$2000
Rest Stops	\$500
DJ/Entertainment	\$400
Timing	\$700
Website	\$250
Advertising	\$1000

**Total** **\$9300**

The advertising budget depends on the grants and lodger's tax money obtained. In the past most advertising has been done through free social media and shirts. We would like to go beyond that if the budget allows.

**Lodgers' Tax Committee**  
**Special Meeting July 7, 2015 10:00 a.m.**  
**Carrizozo, NM**

Present: David Vigil, Chairman  
Victor Garrison, Member  
James Hobbs, Member  
Sue Hutchison, Member

Absent: Alice Seely, Member

Guests: Nita Taylor, Manager, County of Lincoln  
Punkin Schlarb, Finance Director, County of Lincoln  
Billie Jo Guevara, Administrative Assistant, County of Lincoln

**MINUTES**

1. Call to Order

David Vigil called the meeting to order at 10:07 a.m.

2. Roll Call

Chair Vigil asked Sue Hutchison to step in as secretary due to Ms. Seely's absence. Roll call was read, noting one absence. A quorum was established.

3. Approval of Minutes: March 31, 2015 Regular Lodgers' Tax Committee Meeting

Motion was made by Ms. Hutchison to approve the minutes.

Second was offered by Mr. Garrison. The minutes were approved by a unanimous vote.

4. Discussion/Presentation by the County Manager & Finance Director regarding acquisition and disbursement of County Lodgers' Tax funds.

Manager Taylor and Finance Director Schlarb presented information to the Committee regarding how Lodgers' Tax funds are received. Director Schlarb explained the figures which are presented to Committee members in their monthly packets, and clarified that funds may not be recommended for allocation until funds are received at the County.

Discussion took place regarding how forms and fact sheets may be simplified for the Committee's ease in use. Manager Taylor suggested that the County deliver an estimated forecast to the Committee, based upon historical monthly request figures. Chair Vigil asked for a generalized statement of annual requests which had been previously requested and granted by the County Commission. Also requested by Committee members was replacing in monthly packets a form which has been included in past packets with information regarding individual lodging establishments and their monthly Tax contributions.

Citizen's questions regarding new Lodgers' Tax Ordinance requirements were fielded, including a discussion of the new timing requirements. Information was delivered by the Committee and it

was agreed that, although the new Ordinance requirements went into effect July 1, 2015, those requests which were submitted earlier utilizing the old paperwork and request forms would still be entertained.

Manager Taylor directed Ms. Schlarb and Ms. Guevara to deliver the requested information to the Committee and stated that they would attend meetings whenever the Committee requested their presence, should additional questions arise.

The Committee was apprised of the amount of Lodgers' Tax funds that were available for consideration during the meeting from Ms. Schlarb and Mr. Garrison began a running total to guide Committee members during deliberation for funding requests to be presented.

5. Funding Request: \$3,500-Alto Artists Studio Tour  
Date of Event: August 6-9, 2015

Stephen Sabo was present to answer questions from the Committee.

The Tour's additional funding sources are artist fees, a silent auction and sponsor fees, and the Tour has a kick off evening event at Spencer Theater.

Motion was made by Ms. Hutchison to recommend \$2,000.  
Second was offered by Mr. Garrison. The motion passed unanimously.

6. Funding Request: \$16,747-26-Old Lincoln Days  
Date of Event: August 7-9, 2015

Cherie Hobbs was present to answer questions from the Committee.

\$6,500 had already been approved by the Commission for this request/event. Due to the fact that this is their 75<sup>th</sup> anniversary year, Ms. Hobbs stated that their request for Lodgers' Tax funds was higher than in previous years. She stated that the Village of Capitan was also approached for assistance and had granted \$1,250.

Motion was made by Mr. Garrison to recommend \$15,000.  
Second was offered by Chair Vigil. The motion passed unanimously.

7. Funding Request-\$2,000-Christmas Jubilee  
Date of Event November 13-15, 2015

No one was present to answer questions from the Committee.

Motion was made by Ms. Hutchison to table the request until July's regular meeting.  
Second was offered by Mr. Garrison. The motion passed unanimously.

8. Funding Request: \$5,000-Golden Aspen Rally  
Date of event September 16-20, 2015

Patric Pearson was present to answer questions from the Committee.

The Committee asked if Golden Aspen Rally had requested funds from any other source, due to the location of the Rally being at the Inn of the Mountain Gods which is in Otero County. Mr. Pearson stated that Otero County was not participating in funding. He stated that last year's attendance, estimated by local police and news media, was approximately 25,000 bikers and that lodging in Lincoln County was used heavily.

Motion was made by Ms. Hutchison to recommend \$5,000.  
Second was offered by Mr. Hobbs. The motion passed unanimously.

9. Funding Request: \$2,000-The Frontier Trail  
This request is for a marketing concept and not for an event.  
No one was present to answer questions from the committee.

Motion was made by Ms. Hutchison to table the request until July's regular meeting.  
Second was offered by Mr. Garrison. The motion passed unanimously.

10. Funding Request: \$2,000-Tour de Ruidoso  
Date of Event: September 26, 2015  
Michelle Thurston was present to answer questions from the committee.

Ms. Thurston explained that Ruidoso Lodgers' Tax funds of \$1,000 had been granted, along with a \$1,000 grant from Walmart. Other sources of revenue for the event include sponsor funds. The venue has been changed this year to a start and end at Spencer Theater. More than 300 bikers attended last year, and the Tour gives revenues back to the local community by donating to non-profit charities such as Rotary Club, COPE, Foo 4 Kids Backpack program and others.

Motion was made by Ms. Hutchison to recommend \$2,000.  
Second was offered by Mr. Garrison. The motion passed unanimously.

11. Acceptance of the Expense Report ending March 31, 2015 and May 31, 2015 was approved by the Committee.

12. Other Items - all discussion regarding these matters were addressed during the County's presentation to the Committee at the beginning of the meeting.

13. Next meeting. The date in the agenda was a misprint and listed May 26, 2015. After the conclusion of the meeting, Manager Taylor confirmed that the next regularly scheduled Lodgers' Tax Committee meeting will be July 28, 2015.

14. Signing of Official Documents.

15. Mr. Garrison offered a motion for adjournment, seconded by Chair Vigil. The meeting adjourned at 11:55 a.m.

Respectfully submitted,

Sue Hutchison

DRAFT

**LINCOLN COUNTY LODGER'S TAX APPLICATION FOR FUNDING**

Date: 07/07/15

Application Number: 0001

**Section 1**

Name of Organization: ALTO STUDIO TOUR

Organization is  Profit  Non-Profit  Government Related

Address of Contact: 130 JONFER SPRINGS Phone: 575-354-0201  
Hogah NM 88341

Amount requested: 3500<sup>00</sup>

If approved, funds will be used in the following manner:

\_\_\_\_\_

*By signing below, I attest that I will provide the County of Lincoln all applicable documentation necessary to validate that the funds received were used in accordance with the Lincoln County Lodger's Tax Ordinance.*

[Signature]  
Signature of Contact

7/7/15  
Date

*NOTE: Credit/Tag line MUST appear or be given as follows: Paid for by Lincoln County Lodger's Tax*

**Section 2 Lodger's Tax Committee**

Meeting date: 07/07/15 Amount approved for recommendation: 2000<sup>00</sup>

Authorized Signature: David C. Segie

**Section 3 Lincoln County Board of Commissioners**

Meeting date: \_\_\_\_\_ Amount approved: \_\_\_\_\_ Denied: \_\_\_\_\_

Comments: \_\_\_\_\_

County Manager's Signature: \_\_\_\_\_

**NOTE: FUNDS WILL NOT BE RELEASED BY LINCOLN COUNTY UNTIL A FULLY EXECUTED REIMBURSEMENT FORM IS SIGNED AND RETURNED TO THE COUNTY OF LINCOLN.**

**Distribution:**

- 1. County Manager
- 2. County Finance
- 3. Lodger's Tax Committee
- 4. Organization

**LINCOLN COUNTY LODGER'S TAX APPLICATION FOR FUNDING**

Date: 07-07-15

Application Number: 0002

**Section 1**

Name of Organization: OLD LINCOLN DAYS

Organization is  Profit  Non-Profit  Government Related

Address of Contact: PO BOX 92 Phone: 575-430-3120  
LINCOLN, NM 88328

Amount requested: 16747.26

If approved, funds will be used in the following manner:

\_\_\_\_\_

*By signing below, I attest that I will provide the County of Lincoln all applicable documentation necessary to validate that the funds received were used in accordance with the Lincoln County Lodger's Tax Ordinance.*



7-7-15

Signature of Contact

Date

*NOTE: Credit/Tag line MUST appear or be given as follows: Paid for by Lincoln County Lodger's Tax*

**Section 2 Lodger's Tax Committee**

Meeting date: 07/07/15 Amount approved for recommendation: 16700.00

Authorized Signature: 

**Section 3 Lincoln County Board of Commissioners**

Meeting date: \_\_\_\_\_ Amount approved: \_\_\_\_\_ Denied: \_\_\_\_\_

Comments: \_\_\_\_\_

County Manager's Signature: \_\_\_\_\_

**NOTE: FUNDS WILL NOT BE RELEASED BY LINCOLN COUNTY UNTIL A FULLY EXECUTED REIMBURSEMENT FORM IS SIGNED AND RETURNED TO THE COUNTY OF LINCOLN.**

**Distribution:**

- 1. County Manager
- 2. County Finance
- 3. Lodger's Tax Committee
- 4. Organization

**LINCOLN COUNTY LODGER'S TAX APPLICATION FOR FUNDING**

Date: 07-07-15

Application Number: 0003

**Section 1**

Name of Organization: GOLDEN ASPEN RALLY

Organization is  Profit  Non-Profit  Government Related

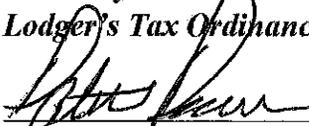
Address of Contact: P.O. Box 1467 Phone: 575-973-4977  
Ruidoso, NM 88335

Amount requested: 5000<sup>00</sup>

If approved, funds will be used in the following manner:

\_\_\_\_\_

*By signing below, I attest that I will provide the County of Lincoln all applicable documentation necessary to validate that the funds received were used in accordance with the Lincoln County Lodger's Tax Ordinance.*

  
Signature of Contact

7/7/15  
Date

*NOTE: Credit/Tag line MUST appear or be given as follows: Paid for by Lincoln County Lodger's Tax*

**Section 2 Lodger's Tax Committee**

Meeting date: 07-07-15 Amount approved for recommendation: 5000<sup>00</sup>

Authorized Signature: David A. Tigo

**Section 3 Lincoln County Board of Commissioners**

Meeting date: \_\_\_\_\_ Amount approved: \_\_\_\_\_ Denied: \_\_\_\_\_

Comments: \_\_\_\_\_

County Manager's Signature: \_\_\_\_\_

**NOTE: FUNDS WILL NOT BE RELEASED BY LINCOLN COUNTY UNTIL A FULLY EXECUTED REIMBURSEMENT FORM IS SIGNED AND RETURNED TO THE COUNTY OF LINCOLN.**

**Distribution:**

- 1. County Manager
- 2. County Finance
- 3. Lodger's Tax Committee
- 4. Organization

**LINCOLN COUNTY LODGER'S TAX APPLICATION FOR FUNDING**

Date: 07-07-15

Application Number: 0004

**Section 1**

Name of Organization: BICYCLE RUIDOSO

Organization is  Profit  Non-Profit  Government Related

Address of Contact: 1703 SUNDERTON #455 Phone: 915-525-3079  
RUIDOSO, NM 88338

Amount requested: 2000<sup>00</sup>

If approved, funds will be used in the following manner:

\_\_\_\_\_

*By signing below, I attest that I will provide the County of Lincoln all applicable documentation necessary to validate that the funds received were used in accordance with the Lincoln County Lodger's Tax Ordinance.*

Michelle Thurston

7/7/15  
Date

Signature of Contact

*NOTE: Credit/Tag line MUST appear or be given as follows: Paid for by Lincoln County Lodger's Tax*

**Section 2 Lodger's Tax Committee**

Meeting date: 07-07-15 Amount approved for recommendation: 2000<sup>00</sup>

Authorized Signature: David A. Tijes

**Section 3 Lincoln County Board of Commissioners**

Meeting date: \_\_\_\_\_ Amount approved: \_\_\_\_\_ Denied: \_\_\_\_\_

Comments: \_\_\_\_\_

County Manager's Signature: \_\_\_\_\_

**NOTE: FUNDS WILL NOT BE RELEASED BY LINCOLN COUNTY UNTIL A FULLY EXECUTED REIMBURSEMENT FORM IS SIGNED AND RETURNED TO THE COUNTY OF LINCOLN.**

**Distribution:**

- 1. County Manager
- 2. County Finance
- 3. Lodger's Tax Committee
- 4. Organization