

CITY OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING

A G E N D A

Municipal Building, City Council Chambers,
101 North Halagueno, Carlsbad, New Mexico
Tuesday, November 1, 2016 at 7:30 a.m.

1. Call to Order
2. Roll Call of Voting Members and Determination of Quorum
3. Approval of Agenda
4. Consider approval of Minutes of Lodgers Tax Advisory Board Meeting held on October 4, 2016
5. Presentation of FY 2016-2017 1st Quarter Financial Report
 - a. Non-Promotional Fund
 - b. Promotional Fund
6. Consider approval of Request for Funding from Carlsbad Automotive Restoration Society (CARS) Car-A-Fair Car Show
7. Consider approval of Request for Funding from Carlsbad MainStreet-MainStreet Banners
8. Adjourn

If you require hearing interpreters, language interpreters or auxiliary aids in order to attend and participate in the above meeting, please contact the City Administrator's office at (575) 887-1191 at least 48 hours prior to the scheduled meeting time.

**MINUTES OF A REGULAR MEETING OF THE LODGERS' TAX ADVISORY BOARD OF THE
CITY OF CARLSBAD, NEW MEXICO, HELD IN THE CITY COUNCIL CHAMBERS AT THE
MUNICIPAL BUILDING, 101 N. HALAGUENO, CARLSBAD, NM
ON TUESDAY, OCTOBER 4, 2016, AT 7:30 A.M.**

Voting Members Present: Neil Wiggins
Dale Balzano
Dr. Dara
Jill Torres
Bob Lynch

Absent: None

Also Present:

Stephanie Shumsky	Deputy City Administrator
Patsy Jackson-Christopher	Director Arts & Culture
Sandy Gonzalez	Budget Manager
Robert Defer	Chamber of Commerce
Lisa Boeke	Chamber of Commerce
Pam Therrell	Pecos Valley Broadcasting
Christy Beasley	
Belinda Colorado	

00:00:02 1. CALL TO ORDER

Chairman Neil Wiggins called the meeting to order.

00:00:15 2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM

Chairman Wiggins called Roll and it was determined that there was a Quorum of the Voting Members.

Present: Neil Wiggins, Dale Balzano, Dr. S.S. Dara, Bob Lynch and Jill Torres

Absent: None

00:00:26 3. APPROVAL OF AGENDA

The motion was made by Dale Balzano and seconded by Bob Lynch to approve the October 3, 2016 Meeting Agenda.

The Vote was as follows: Yes: Wiggins, Balzano, Dr. Dara, Lynch and Torres

No: None Absent: None

00:00:40 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING HELD SEPTEMBER 6, 2016

The motion was made by Bob Lynch and seconded by Dr. Dara to approve the September 6, 2016 Meeting Minutes.

The Vote was as follows: Yes: Wiggins, Balzano, Dr. Dara, Lynch and Torres

No: None Absent: None

00:00:56 5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD CHAMBER OF COMMERCE-CHRISTMAS ON THE PECOS 25TH ANNIVERSARY

Lisa Boeke from the Chamber of Commerce presented the request for funding from the Chamber of Commerce for the promotion of the 25th Anniversary of Christmas on the Pecos. The request is in the amount of \$25,000 for advertising through New Mexico Magazine, Albuquerque publications, El Paso publications and other various publications.

The motion was made by Dale Balzano and seconded by Neil Wiggins to approve the request for funding from Carlsbad Chamber of Commerce-Christmas on the Pecos 25th Anniversary

The Vote was as follows: Yes: Wiggins, Balzano, Dr. Dara, Lynch and Torres

No: None Absent: None

00:08:23 6. DISCUSS SPORTS COMPLEX LOAN

Stephanie Shumsky, Deputy City Administrator, discussed the terms of the loan through New Mexico Finance Authority. The City is proposing that three of the loan payments, in the total amount of \$114,000, to be paid out of Lodgers' Tax funds.

No Action Necessary

00:13:47 7. ADJOURN

The motion was made by Bob Lynch and seconded by Dale Balzano to Adjourn.

The Vote was as follows: Yes: Wiggins, Balzano, Dr. Dara, Lynch and Torres

No: None Absent: None

Chairman

DRAFT

**CITY OF CARLSBAD
NON- PROMOTIONAL
LODGERS TAX FUND
1ST QUARTER FINANCIAL STATEMENT
Fiscal Year 2016-17**

REVENUES	JULY	AUGUST	SEPTEMBER	1ST QUARTER	YEAR TO DATE	BUDGET	PERCENTAGE OF TOTAL
Lodgers Taxes	\$ 93,446.76	\$ 102,559.01	\$ 87,991.57	\$ 283,997.34	\$ 283,997.34	\$ 780,000.00	36%
Lodgers Tax Penalty	\$ -	\$ 120.00	\$ -	\$ 120.00	\$ 120.00	\$ -	0%
2014 Legislative Grants	\$ -	\$ -		\$ -	\$ -	\$ 217,800.00	0%
TOTALS REVENUES	\$ 93,446.76	\$ 102,679.01	\$ 87,991.57	\$ 284,117.34	\$ 284,117.34	\$ 997,800.00	28%
OPERATING EXPENSES							
Contracts & Professional Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,650.00	0%
Building Maintenance & Repair	\$ 2,115.21	\$ 6,050.64	\$ 2,658.21	\$ 10,824.06	\$ 10,824.06	\$ 10,000.00	108%
Fireworks	\$ -	\$ 37,222.00	\$ -	\$ 37,222.00	\$ 37,222.00	\$ 110,000.00	34%
Museum Exhibit Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 33,116.00	0%
Public Safety & Transit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	108%
Firefighter Challenge	\$ -	\$ -	\$ 26,000.00	\$ 26,000.00	\$ 26,000.00	\$ 55,000.00	47%
Contractual Expense	\$ -	\$ 22,331.46	\$ 22,333.50	\$ 44,664.96	\$ 44,664.96	\$ 268,000.00	17%
Holiday Decorations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42,000.00	0%
Building Improvement-Cavern Theater	\$ -	\$ 6,603.72	\$ -	\$ 6,603.72	\$ 6,603.72	\$ 53,866.00	12%
Building Improvement-PRV/Bumper	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 76,155.00	0%
Lighting Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,500.00	0%
Cave/Karst Research Institute	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 183,705.00	0%
TOTAL EXPENDITURES	\$ 2,115.21	\$ 72,207.82	\$ 50,991.71	\$ 125,314.74	\$ 125,314.74	\$ 853,992.00	15%
Transferred IN to Non-Promo	\$ 119,689.00	\$ -	\$ -	\$ 119,689.00	\$ 119,689.00	\$ 119,689.00	100%
Excess Revenue over Expenditures	\$ 211,020.55	\$ 30,471.19	\$ 36,999.86	\$ 278,491.60	\$ 278,491.60		
Fund	Beg. Cash	Revenues	Net Cash	Expend.	Ending	INVESTMENTS	RESTRICTED
	Balance		Transfers		Cash Bal		CASH
Lodgers Tax	\$ -	\$ 284,117.34	\$ 119,689.00	\$ 125,314.74	\$ 278,491.60		

CITY OF CARLSBAD
PROMOTIONAL LODGERS TAX FUND
1ST QUARTER FINANCIAL STATEMENT
Fiscal Year 2016-17

REVENUES	JULY	AUGUST	SEPTEMBER	1ST QUARTER	YEAR TO DATE	BUDGET	PERCENTAGE
							OF TOTAL
Lodgers Taxes	\$ 62,282.05	\$ 68,252.68	\$ 58,581.05	\$ 189,115.78	\$ 189,115.78	\$ 520,000.00	36%
Lodgers Tax Penalty	\$ -	\$ 200.00	\$ 80.00	\$ 280.00	\$ 280.00	\$ -	0%
Interest on Investments	\$ 15.79			\$ 15.79	\$ 15.79	\$ -	0%
TOTALS REVENUES	\$ 62,297.84	\$ 68,452.68	\$ 58,661.05	\$ 189,411.57	\$ 189,411.57	\$ 520,000.00	36%
OPERATING EXPENSES							
Museum Advertising	\$ -	\$ 4,554.00	\$ 1,292.00	\$ 5,846.00	\$ 5,846.00	\$ 30,664.00	19%
Culture & Recreation Advertising	\$ -	\$ 876.04	\$ -	\$ 876.04	\$ 876.04	\$ 39,477.00	2%
Carlsbad Community Concert	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,726.00	0%
Entertainment Performance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,000.00	0%
Promotional Expense - Chamber	\$ -	\$ 21,331.54	\$ 21,333.50	\$ 42,665.04	\$ 42,665.04	\$ 256,000.00	17%
Promotional Mainstreet	\$ 2,999.70	\$ 2,999.70	\$ -	\$ 5,999.40	\$ 5,999.40	\$ 56,179.00	11%
Retire Carlsbad Promotion	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	0%
Great American Bike Race	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	0%
Carlsbad Area Art Assoc Promo	\$ -	\$ 4,996.93	\$ -	\$ 4,996.93	\$ 4,996.93	\$ 20,000.00	25%
Cultural Arts of Music Promo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,726.00	0%
Kicker Arena Motorcross	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,490.00	0%
Monster Truck Show Promo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 31,126.00	0%
4th of July Concert	\$ 5,500.00	\$ -	\$ -	\$ 5,500.00	\$ 5,500.00	\$ 7,000.00	79%
3v3 Tournament	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00	0%
Walter Gerrells Center Promo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,721.00	0%
WGPAEC Event Promotions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,716.00	0%
Promotion Car-A Fair	\$ -	\$ 3,775.68	\$ 2,996.68	\$ 6,772.36	\$ 6,772.36	\$ 7,198.00	94%
Night Of Lights Promotion	\$ 1,000.33	\$ -	\$ -	\$ 1,000.33	\$ 1,000.33	\$ 7,000.00	14%
United Way 5K Bubble Bash	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,700.00	0%
NM Energy Summit Pomotional	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 37,970.00	0%
NM Rush Football Promo	\$ 1,421.86	\$ 500.00	\$ -	\$ 1,921.86	\$ 1,921.86	\$ 20,729.00	9%
Dirt Dobbers Promo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,250.00	0%
Signage - Cavern Theater Marquee	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 173,000.00	0%
TOTAL EXPENDITURES	\$ 10,921.89	\$ 39,033.89	\$ 25,622.18	\$ 75,577.96	\$ 75,577.96	\$ 823,672.00	9%
Transferred Out to Non-Promo	\$ (119,689.00)	\$ -	\$ -	\$ (119,689.00)	\$ (119,689.00)	\$ (119,689.00)	100%
Excess Revenue over Expenditures	\$ (68,313.05)	\$ 29,418.79	\$ 33,038.87	\$ (5,855.39)	\$ (5,855.39)		
Fund	Beg. Cash	Revenues	Net Cash	Expend.	Ending	INVESTMENTS	RESTRICTED
	Balance		Transfers		Cash Bal		CASH
Lodgers Tax	\$ 1,497,099.18	\$ 189,411.57	\$ (119,689.00)	\$ 75,577.96	\$ 1,491,243.79		

CITY OF CARLSBAD

LODGERS TAX GRANT PROPOSAL

.....
Each Section below must be completed.
.....

Project Title: Car-A-Fair Car Show

Brief Project Narrative: The annual Car Show, in June, is the major kick-off event marking the start of summer fun in Carlsbad. We draw participants from all regions of New Mexico and West Texas. Our car show is one of the largest in the region.

Applicant: Carlsbad Automotive Restoration Society (CARS)

Address: P.O. Box 412

City, State, ZIP: Carlsbad, NM 88221-0412

Contact Person: Miles Caddell **Phone:** 575-361-2319

e-mail: milesc@plateautel.net (optional)

Miles M. Caddell Digitally signed by Miles M. Caddell
DN: cn=Miles M. Caddell, o, ou,
email=milesc@plateautel.net, c=US
Date: 2015.01.21 13:33:18 -0700 **Title:** Vice-President
(Signature of Authorizing Official)

Date Application Submitted: 10/11/16

Project Start Date: Friday, June 2, 2017 **Project Completion Date:** Saturday, June 3, 2017

Proposed Total Budget for Applicant:	\$ <u>14,175.00</u>
Proposed Amount of Eligible Expenses:	\$ <u>9,900.00</u>
Amount Requested:	\$ <u>9,900.00</u>

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instruction. Please be concise and to the point with all your responses. Please try to limit your responses to the space provided and type responses if possible.

A. BRIEF PROJECT NARRATIVE –

We, the members of the Carlsbad Automotive Restoration Society (CARS Club) (a not-for-profit organization) take great pride in our support of the community of Carlsbad. For the last 27 years we have sponsored two annual car shows (the Car-A-Fair and United Way). These events bring notoriety to our city and participants who fill our area hotel rooms and restaurants. We provide family-friendly fun and entertainment, free of charge, to all spectators. Our annual June show is recognized as the major kick-off event marking the start of summer fun in Carlsbad. We are requesting these funds to assist us in again sponsoring the Car-A-Fair (Friday, June 2 – Saturday, June 3, 2017). We encourage participants to enjoy their stay in Carlsbad and to view and enjoy the sites that make Carlsbad unique. To this end, Friday night activities include, but are not limited to: A tour of the Cruzin' Thru Time Car Museum (with picnic type food provided), A cruise through town (generally including C-Hill, downtown, and beach areas), and an evening at the Fiesta Drive-In. Saturday's activities include, but are not limited to: Our show at the Beach Bandshell area. We provide door prizes, continuous music and public address services, and a cash-prize to the owners of the car from the furthest distance. We again hope to encourage area service organizations and fellow non-profits to join with us to provide informational booths and activities for participants and spectators (to learn more about our city). The culminating activity is the awarding of trophies. Our organization awards approximately 200 hand-assembled, high-quality trophies to participants. We conclude by inviting them back next year.

B. BRIEF SUMMARY OF THE APPLICANT'S MARKETING PLAN –

Flyers (with date/location of show, along with registration form) are printed and placed in vehicles at other regional car shows by CARS Club members in attendance. Typically these shows include, but are not limited to: Artesia, Roswell, Alamogordo, Socorro, Albuquerque, Las Cruces, Snyder TX, etc.

Also, at these shows, we provide "Club-Choice Trophies" which recognize others' cars. During these presentations, we advertise our show and invite the entire crowd to attend.

We typically mail approximately 500 flyers and registration forms, utilizing our data-base accumulated from previous car shows' entries.

As members of the New Mexico Council of Car Clubs, we post our show on their web-site, which is accessed by clubs and club members all over the state. Our web-site: www.carsclubofcarlsbad.com also advertises our show, along with registration materials made available.

With additional funds from the Lodgers Tax, we will be able to add: posters, promotional calendars, and regional radio, newspaper, and television advertising.

C. ADDITIONAL INFORMATION REQUIRED – Please Provide information specific to each question

1. List of your event, activity or project's objective(s).

The CARS Club is dedicated to the restoration and preservation of all fine motorized vehicles. Our shows are an expression of our enthusiasm of that dedication. Our shows promote family values and showcase our community.

2. List of your target markets with description of method and type of promotion and media placements.

Most of our promotion will be contained to Southeastern New Mexico and West Texas. Flyers, mailings, newspaper, radio and television will make up the bulk of our advertising. We plan to pattern our advertising after last year's successful campaign. We plan to contact these same media outlets and request similar advertising packages. We plan to again pass out our promotional calendars at regional car shows, along with the flyers we place in their vehicles. The calendars will include the date and location of our show, and the photos will include scenic backgrounds of our city, to promote the area.

3. How do you intend to survey event or activity participants to determine economic impact in regards to Lodgers Tax and Gross Receipts Tax?

Generally, individuals owning show/collector vehicles have expendable income (these vehicles are expensive to own and maintain). Many out-of-towners do not want to drive their cars to a show on the day of the event – resulting in an overnight stay. Many choose to eat in our restaurants and fuel their vehicles prior to leaving our city. An analysis of registration forms, indicating where participants are from, will give us an indication of: The likelihood of spending an overnight stay, obtaining meals in restaurants, etc.

4. How does this event advertise and promote the City of Carlsbad as a destination resulting in overnight stays in local lodging facilities as well as promoting use of other tourist business, i.e. restaurants, attractions etc.?

Upon registering, each participant is provided with a "goodie-bag" which contains a variety of items regarding the City of Carlsbad. Promotional materials are provided by the Chamber-of-Commerce. As mentioned above, our Friday night cruise (including downtown, C-Hill, and the Beach area), the car museum tour, and Drive-In also promote our city.

The city locales depicted in the promotional calendars showcase the City of Carlsbad, as well.

5. Describe your plans for future Lodgers Tax promotion which will continue the quality and continuity of the event or other proposed use of funds. (If Applicable)

N/A

6. Do you have any other partnerships in this effort and have received any other type of funding from private, corporate and/or state grants? If yes, please list name & amount below.

Mosaic Potash typically provides us		\$ <u>0</u>
with bags for the goodie-bags. They also		\$ _____
provide some items to be included in the bags.		\$ _____
All these items are donated to us.		\$ _____

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including both eligible and ineligible costs –

(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper(s)		
Local	(Carlsbad Current Argus)	\$ _____
Out of Town (list):		\$ _____
	_____	\$ _____
	_____	\$ _____
	_____	\$ _____
	_____	\$ _____
Magazines:		\$ _____
	_____	\$ _____
	_____	\$ _____
Postage or Mailings:		\$ _____
	Local	\$ _____
	Out-of-Town	\$ _____
Cost of Posters used:		\$ _____
	Local	\$ _____
	Out-of-Town	\$ _____
Radio:		\$ _____
	Local	\$ _____
	Out-of-Town	\$ _____
Television:		\$ _____
	Local	\$ _____
	Out-of-Town	\$ _____

(See
attachment)

E. PROVIDE ANY AVAILABLE SURVEY INFORMATION FROM PAST EVENTS OR OTHER USES –

(See attachment)

F. COMPLETE THE FOLLOWING CHECKLIST PRIOR TO THE SUBMISSION OF YOUR APPLICATION

- 1. Application Completed? _____
- 2. Summary of Marketing Plan? _____
- 3. Project Description? _____
- 4. Copy of Budget Included*? _____
- 5. Survey Results? _____
- 6. Signed Copy of Application? _____
- 7. 2 copies of Application? _____

* Be sure to clearly list amounts dedicated to advertising and promotion.

Any questions regarding this application should be directed to _____, at 887-1191

Once the City Council approves your request for Lodgers Tax Funds reimbursement will only be awarded after you submit the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement.

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including both eligible and ineligible costs

Most of our promotion will be contained to Southeastern New Mexico and West Texas. Flyers, mailings, newspaper, radio and television will make up the bulk of our advertising. We plan to pattern our advertising after last year's successful campaign. We plan to contact these same media outlets and request similar advertising packages. We plan to again pass out our promotional calendars at the regional car shows, along with the flyers we place in their vehicles. The calendars will include the date and location of our show, and the photos will include scenic backgrounds of our city, to promote the area.

(See budget – below)

Car Show Expenses

Ineligible Costs

\$ 2700.00	Trophy Parts
125.00	Colored Entry Posters
300.00	Door Prizes
200.00	Port-A-Potties
100.00	Picnic Supplies
500.00	Car Museum Admission / Host Site
100.00	Longest Distance
<u>250.00</u>	Public Address System and Music
\$ 4275.00	

Eligible Costs

\$ 250.00	Club Choice Trophies
800.00	Flyers / Registration Forms (Paper and Printing)
250.00	Postage of Flyers / Registration Forms (500 @ .49 cents each)
200.00	Posters
2400.00	Promotional Calendars (600 @ \$4 each)
<u>6000.00</u>	Radio, Newspaper, and Television Advertising
\$ 9900.00	

Total Budget

\$ 14,175.00

E. PROVIDE ANY AVAILABLE SURVEY INFORMATION FROM PAST EVENTS OR OTHER USES

Car-A-Fair June Show								
* included in Other NM / didn't split out Hobbs								
Year	Eddy County	Carlsbad	Artesia	Outside Eddy County	Roswell	Hobbs	Other	Total entries
2004	71	50	21	54	14	*	40	125
2005	49	41	8	49	6	*	43	98
2006	70	60	10	52	12	*	22NM/18TX	122
2007	84	63	21	67	14	*	27NM/24TX 1 AZ / 1 FL	151
2008	86	70	16	63	18	17	7 NM/18 TX 1UT/1FL/1AZ	149
2009	103	83	20	74	18	11	22 NM/22TX 1 FL	177
2010	101	82	19	84	22	16	21 NM/25 TX	185
2011	70	60	10	76	18	18	10 NM/29 TX 1 FL	146
2012	95	79	16	84	20	10	15 NM/39 TX	179
2013	71	64	7	73	19	10	12 NM/32 TX	144
2014	93	76	17	48	13	11	9 NM/15 TX	141
2015	89	82	7	72	12	14	17 NM/28 TX 1 OK	161
2016	130	109	21	80	12	12	26 NM/30 TX	210

CITY OF CARLSBAD LODGERS TAX GRANT PROPOSAL

Each Section below must be completed.

Project Title: MainStreet Banners

Brief Project Narrative:

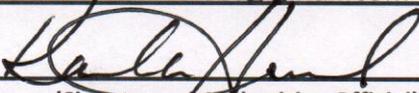
Applicant: Carlsbad MainStreet

Address: 102 S. Canyon

City, State, ZIP: Carlsbad, New Mexico 88220

Contact Person: Karla Hamel Phone: 575-628-3768 or 575-361-3276

e-mail: carlsbadmainstreet@gmail.com (optional)


(Signature of Authorizing Official)

Title: Executive Director

Date Application Submitted: 10/26/16

Project Start Date: Upon Approval of fund Project Completion Date: February 19, 2016 - ongoing

Proposed Total Budget for Applicant: \$ 10,000.00

Proposed Amount of Eligible Expenses: \$ 10,000.00

Amount Requested: \$ 10,000.00

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instruction. Please be concise and to the point with all your responses. Please try to limit your responses to the space provided and type responses if possible.

A. BRIEF PROJECT NARRATIVE –

MainStreet would like to add banners to the existing poles on the East and West Side of Canal/ State Highway 285 between Greene St and Shaw St. advertising our downtown assets and events.

We would also like to add banners for the doors and windows of our vacant buildings downtown.

Please see the attached for examples of the banners

B. BRIEF SUMMARY OF THE APPLICANT'S MARKETING PLAN –

The poles that the banners will be hung on are on Canal/State Highway 285 as you know this highway runs 846 miles connecting Carlsbad with Texas and Colorado. With traffic passing through our town daily this is a great opportunity to advertise to people from all over the country, tour buses and people traveling from all over the world. We will be taking photos of the new banners hanging down Canal to place in our full page ad in the New Mexico Magazine.

The window banners will be put in the windows and doors of empty buildings. These displays will enhance the visual experience of visitors walking in our downtown area. The window designs also sparks business ideas of potential entrepreneurs. Perhaps the person reading the signs wants to open a bakery, ice creams store, clothing store, bookstore, boutique or a small grocery store. If not them, then conceivably somebody they know.

C. ADDITIONAL INFORMATION REQUIRED – Please Provide information specific to each question

1. List of your event, activity or project's objective(s).

The objective of this project is to generate awareness to tourist and our community of many of our assets in the downtown area including the Carlsbad Downtown Farmers' Market.

2. List of your target markets with description of method and type of promotion and media placements.

Our target is our tourist, people stopping here for business (potential tourist), as well as our community (telling their friends and family out of town to come be tourist).

3. How do you intend to survey event or activity participants to determine economic impact in regards to Lodgers Tax and Gross Receipts Tax?

MainStreet volunteers, merchants and staff will visit with people that patronize downtown events and stores to ask how they heard about us. With the window banners, the economic impact of a members of our community or a visitor relocating to Carlsbad to open a new business will give more reasons for people to visit downtown to purchase items from our local businesses. By complimented our existing MainStreet venues with additional retail, restaurants and entertainment this will attract more tourist.

4. How does this event advertise and promote the City of Carlsbad as a destination resulting in overnight stays in local lodging facilities as well as promoting use of other tourist business, i.e. restaurants, attractions etc.?

With multiple banners being displayed year round and 24 hours a day, 7 days a week (on a state highway traffic of many people will see the assets of Carlsbad. Pedestrians walking downtown will have a positive visual experience and will want to spend more time in our town.

5. Describe your plans for future Lodgers Tax promotion which will continue the quality and continuity of the event or other proposed use of funds. (If Applicable)

MainStreet foresees some of the banners needing to be replaced do to weathering. Even though the banners are guaranteed for 3 years we would like to make an investment in replacement banners. We will be requesting for funding for less than 10 banners a year in order to assure we have a new banner to replace the banners that become damaged or unsightly. The window banners are portable allowing them to be moved or stored as need. There are not any foreseen reasons for replacing these banners for many years to come.

6. Do you have any other partnerships in this effort and have received any other type of funding from private, corporate and/or state grants? If yes, please list name & amount below.

We have not received any other funding for this project.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including both eligible and ineligible costs –

(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper(s)

Local (Carlsbad Current Argus) \$ _____
Out of Town (list):

_____	\$ _____
_____	\$ _____
_____	\$ _____

Magazines: New Mexico Magazine \$ \$2,999.70 per full page ad

_____	\$ _____
_____	\$ _____

Postage or Mailings:

Local	\$ _____
Out-of-Town	\$ _____

Cost of Posters used:

Local	\$ _____
Out-of-Town	\$ _____

Radio:

Local	\$ _____
-------	----------

Television:

Out-of-Town	\$ _____
Local	\$ _____
Out-of-Town	\$ _____

E. PROVIDE ANY AVAILABLE SURVEY INFORMATION FROM PAST EVENTS OR OTHER USES –

N/A

F. COMPLETE THE FOLLOWING CHECKLIST PRIOR TO THE SUBMISSION OF YOUR APPLICATION

- | | |
|--------------------------------|-----------------------------------|
| 1. Application Completed? | <u> X </u> |
| 2. Summary of Marketing Plan? | <u> X </u> |
| 3. Project Description? | <u> X </u> |
| 4. Copy of Budget Included*? | <u> X </u> |
| 5. Survey Results? | <u> </u> |
| 6. Signed Copy of Application? | <u> X </u> |
| 7. 2 copies of Application? | <u> X </u> |

* Be sure to clearly list amounts dedicated to advertising and promotion.

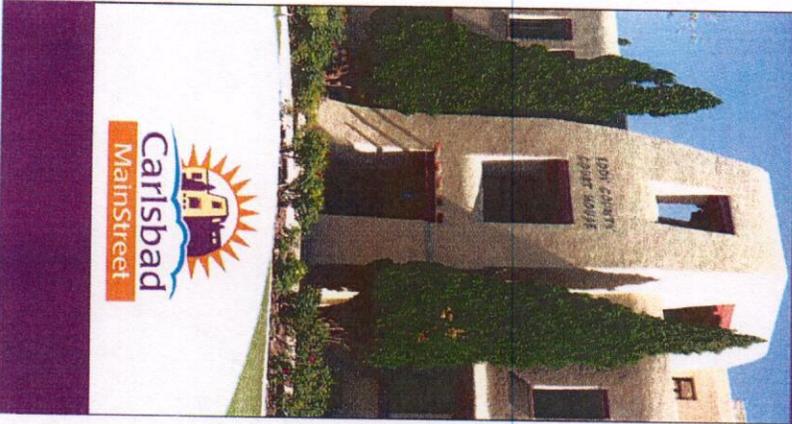
Any questions regarding this application should be directed to _____, at 887-1191

Once the City Council approves your request for Lodgers Tax Funds reimbursement will only be awarded after you submit the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement.

Budget for Banners and Windows

Quantity	Description	Amount
8	Storefront window graphic	\$ 4,000.00
30	Banners for poles East and West side of Canal/US 285	\$ 6,000.00
TOTAL		\$ 10,000.00

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DOWNTOWN**



**VISIT THE
FARMERS MARKET**



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SHOP & BROWSE DOWNTOWN



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Imagine If...
"I was a great boutique"

LOVINGTON
MAIN STREET
575-396-1418
or accessories
or shoe store...

Photo by: Steve Haskewitz, Lovington, Kentucky, © Downtown Graphic

Imagine If...
"I was a great little market"

LOVINGTON
MAIN STREET
575-396-1418
or wine shop
or deli...

Photo by: Steve Haskewitz, Lovington, Kentucky, © Downtown Graphic

Imagine If...
"I was a hobby store or craft store"

LOVINGTON
MAIN STREET
575-396-1418
or electronics store
or tech store...

Photo by: Steve Haskewitz, Lovington, Kentucky, © Downtown Graphic

Imagine If...
"I was a grocerant or bakery"

LOVINGTON
MAIN STREET
575-396-1418
or pastry shop
or confectioner...

Photo by: Steve Haskewitz, Lovington, Kentucky, © Downtown Graphic

Imagine If...
"I was a quaint bookstore"

LOVINGTON
MAIN STREET
575-396-1418
or novelty
or card store...

Photo by: Steve Haskewitz, Lovington, Kentucky, © Downtown Graphic

Imagine If...
"I was an ice cream store"

LOVINGTON
MAIN STREET
575-396-1418
or pastry shop
or candy store...

Photo by: Steve Haskewitz, Lovington, Kentucky, © Downtown Graphic



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Imagine If...
"I was a novelty shop"

LOVINGTON
MAIN STREET
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or music store
or art gallery...



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575-396-1418

THIS BUILDING IS NOT EMPTY, IT'S FULL OF OPPORTUNITY

LAWRENCE HATH STEEL

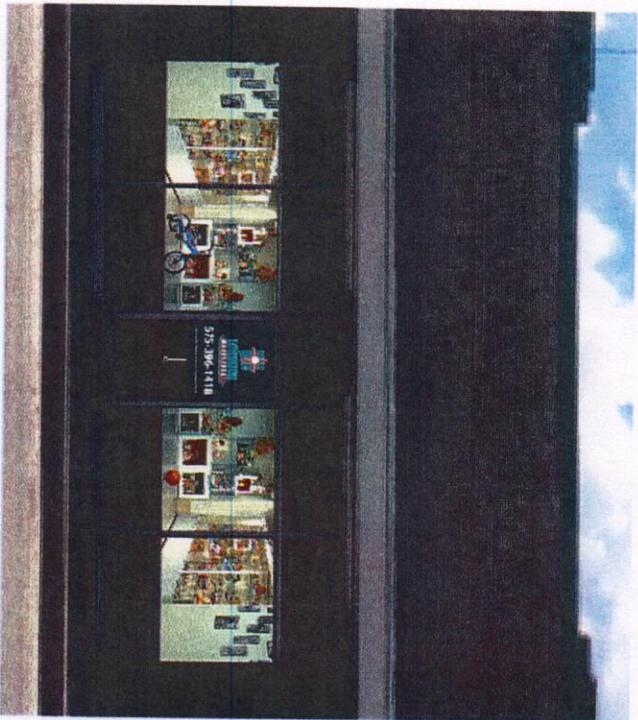


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