



**LODGERS TAX COMMITTEE MEETING  
AGENDA**

3/19/2019

10:00am

City Council Chambers, 110 W Aztec Avenue, Gallup  
NM

Staff Facilitator: Jennifer Lazarz, Tourism & Marketing Manager,  
jlazarz@gallupnm.gov

Committee Members: Cindy Tanner (chair), Jeremy Boucher, Anna Connell,  
Yogash Kumar (Vacancy: tourism-related business representative)

A. Roll Call

B. Approval Of Minutes From 2/26/2019  
2/26/2019 Lodgers Tax Committee Meeting- Tourism Infrastructure

Documents:

[TOURISM INFRASTRUCTURE MEETING MINUTES.PDF](#)

C. Presentation: Annual Funding Chart And Expenditures Guidelines  
The Tourism and Marketing Manager will present the Annual Awards chart to the Lodgers Tax Committee then will review the expenditures and reimbursement guidelines with all applicants present since there were changes approved by City Council in February of 2019.

Documents:

[LT ANNUAL AWARDS 2016 TO PRESENT.PDF](#)  
[LODGERS TAX BP AD EXPEND GUIDE FY20.PDF](#)

D. Review And Recommendations For End Of FY19 Applications

The Lodgers Tax Committee will review the end of FY19 Grant Applications for consideration for the remaining available grant funding of \$80,965.00

E. Review And Recommendations For FY20 Part 1 Grant Applications

The Lodgers Tax Committee will review and make recommendations for grant applications from the \$250,000 funding allocated for grants in FY2020 (funding allocation pending final City Budget approval by City Council).

*(Note for event coordinators: Funding is pending City Council approval of grant funding on a regular City Council agenda AND the FY2020 City of Gallup Annual Budget. Reimbursements will not be available until after July 1, 2020.)*

F. Motion To Adjourn

## **Lodgers Tax Strategic Planning Part 2: Tourism Infrastructure Meeting on February 26, 2019 at 1pm**

Meeting called at 1:00pm

In attendance: Jeremy Boucher, Cindy Tanner, Yogash Kumar, Anna Connell.

Absent:

Motion to accept minutes from February 12, 2019 by Yogash Kumar, seconded by Anna Connell

Jennifer read the section from the previous minutes regarding tourism infrastructure/what is absent and missing, and then read the portion of today's agenda so everyone knows what we are covering.

Tourism infrastructure is something that makes us a destination, not something that is complimentary to being a destination that requires something else to bring people to town.

### **What is tourism infrastructure to you: right now what do we have?**

#### **RED ROCK PARK**

- Needs more events
- Convention center- kitchen is dated, difficult to cook in there, it looks dated
- Is the park a tourism (someone coming from 75 miles away) asset or is it a quality of life asset for our community?
  - Cindy and Yogash- it is both, particularly for Ceremonial
  - RV Park- if you take a look at expectations around the country, how do we compare?
    - Yogash wants the City to lease it out. He doesn't like the idea of being in competition with private business that is doing a great job- Cindy and Anna agree.
- The Hiking Trails
  - Those should be continually maintained by the City and County

The reality is our hands are tied because it is a municipality and doesn't have the same options as private business.

Lodgers Tax committee is recommending exploring some kind of private contractors run: arena, rv park with trading post, convention center

- Within the agreement we would have to have something that says the park is open for trail usage all the time. How do you wrestle with parking would be an element to continue to discuss.
- In the previous leasing agreement: (early 2000's)- the park cost the city around 800K to run. The company was paid 400K to run everything, and if they couldn't make it work for that budget they would absorb the cost not the city. In the contract after a certain threshold of turning a profit then revenue sharing went back to the city (was about 50%) and the idea was that those revenues would be set aside to continue improving the park.
  - The first year the company lost 200K
  - The second year the company lost 70K
  - Year three the company broke even

- The forecast was that in year four they were going to have to revenue share with the city, but the administration changed and they cancelled the contract

If you could “polish the diamond” what would you spend money on:

- RV Park
  - Electrical updates
  - Not a full service hook up- there is water and electricity but no sewer
  - Upgraded bath houses
  - Reinforcing the RV spots with gravel instead of sand
  - When privatized- tourism display/visitors kiosk
- Convention Center
  - Needs to be gutted and completely reconceptualized
  - The building is well past its life expectancy
  - Move the convention center to downtown where the city has vacant land
    - The study to shade the park 18 years ago- cost more to shade the arena than it was to construct it in the first place

With the outdoor adventure initiatives at the state- what if we got rid of the convention center, amphitheater, etc., and looked at establishing a full-scale outdoor economy out there without all the buildings there- example of how the State Fair uses an indoor facility to have both rodeo and concerts

Question from guest: is this going to hurt those people who book because of the red rocks? Answer- we don't have people booking for the red rocks because of the conditions out there. The economic drive of being downtown would be substantial.

What is the best way forward knowing that Red Rock Park is still running for 10 plus years? (Jennifer asked for nods if the committee would like to proceed with the following recommendations)

**Priority 1:** RV Park – recommend contract out the management of the RV Park, and the city shouldn't spend the money on it until management options have been explored (all agree)

**Priority 2:** Convention Center/Arena- recommending exploring contracting that out as well. Eliminate the city's staffing and operations of the facility down the road. (all agree)

Email the committee copies of the MRA and the Downtown Redevelopment Plan

## TRAIL SYSTEMS

What do they need:

- physical signage to get you from the interstate to the trails
- some kind of physical kiosk that has the information
- invest in making people more aware of where the trails are located

## MAJOR ON AND OFF RAMPS

What do they need:

- Everything- they are not inviting in the least

- State conversation between Tourism dept and NMDOT to beautify on and off ramps.
- Yogash thinks this is something that should be discussed by City Council during strategic planning
- Plans were done several years ago for the redesign of the existing overpasses

Priority: If the tourism department/NMDOT open the avenues to fund overpass reconstruction that council pursue the reconstruction

## **ROUTE 66**

What works: hotels, nostalgia, some of the signs still exist, it's the mother road

What do we need:

- Beautification project that is Route 66 themed throughout the City- creating East and West gateways from 16 to 26

## **DISCUSSION ON SPORTS TOURISM**

Jennifer read the list of existing lodgers tax recipients and went through and named what properties everyone is using across Gallup. It was decided only two FY19 applicants currently use the athletic fields: Mario Estrada Softball Tournament, TDFL. The Manuelito Children's home 5k runs a loop around the sports complex but doesn't use the fields.

Bill: If we are going to get serious about promoting sports tourism- what are we lacking to do bring in teams from across the country: Airport.

There are three major tourism industries

- Consumer Tourism
- Sports Tourism- requires independent staff, consolidated event facility managed
- Convention and Meetings Tourism- we don't have the airport or facilities for this. We can do small regional things.

What are the next steps:

- Continue to fund events that coming to or existing in Gallup
- The Committee at this time does not recommend the funding of turfing additional fields. They recommend dedicating funding toward other outlined tourism infrastructure projects as discussed in the meeting.

*Committee agrees to add a goal to our strategic plan for Jennifer: Signage*

Priorities for City Council as discussed by the group for March 12:

1. Signage
  - a. On/off Ramps
  - b. All of Route 66

- c. Digital reader boards along the highway giving people event details
  - d. LED highway signs
  - e. Digital concierge
- 2. Curb appeal
  - a. Trail heads- do they look nice
  - b. On/off ramps- art/beautification pieces
  - c. Route 66 theming through the community
  - d. Maintenance plans for existing infrastructure
- 3. RV Park- explore options to privatize the operations

Updates:

Discussion on agenda item for March meeting – replacing Steve

Update on Keep America Beautiful clean up on May 4

Discussion of Travel and Adventure Show in Denver and future locations

Motion to adjourn- Jeremy Boucher

Second- Anna Connell

Event Name	Event Dates	Previous Funding				Previous Attendance			
		2016-2017	2017-2018	2018-2019	2019-2020	2016-2017	2017-2018	2018-2019	2019-2020
24 Hours in the Enchanted Forest	June 22-23, 2019	\$5,000.00	\$10,000.00	\$10,000.00		500-600	1000	1,200	
4th of July Strips and Star's Celebration	July 4,2016	\$6,000.00	NF	NF		XX	XX	XX	
Adventure Gallup Outdoor Guide	Spring	\$25,000.00	\$25,000.00			n/a	n/a		
Adventure Mud Run	July 27-28, 2018	xx	\$5,000.00	\$9,704.00		xx	92	240	
Annual Gallup Lions Club BBQ	June 9,2018	xx	\$3,000.00			xx	1,500		
Annual Gallup Lions Club Rodeo	June 13-18, 2018	\$25,000.00	\$25,000.00			15,000-20,000	10,000		
Arts Crawl Trifold Guide	Winter	\$1,400.00	xx	xx		2,500	xx	xx	
Bowl for Kids' Sake	April 28,2018	xx	\$1,500.00	xx		xx	no spend	xx	
Catholic Charities Softball Tournament	May 7,2017	\$5,000.00	xx	xx		75	xx	xx	
Do or Dye Color Run	May 7,2017	\$5,000.00	xx	xx		200	xx	xx	
Empty Space Protect- Gallup MainStreet Window Wraps	2017 January	\$5,000.00	xx	xx		n/a	xx	xx	
Four Corners Invitational Youth Football Championship	October 27-28, 2018	\$10,000.00	\$12,500.00	\$15,000.00		4,800	5,000	6,160	
Freedom Ride, Fight and Cruise	July 27-29, 2018	\$20,611.00	\$21,000.00	\$21,391.00		4,593	5,138	7,500	
Friends of Hubbell Native Arts Auction	May 4,2019	xx	xx	\$4,100.00		xx	xx	NEW	
Gallup Fest Downtown Arts and Crafts Fair (During RFC)	July 30,2016	\$2,800.00	xx	xx		600+	xx	xx	
Gallup Film Festival	September 13,14,and 15, 2018	\$16,000.00	\$16,000.00	\$16,000.00			809	385	
Gallup Inter Tribal Ceremonial	August 3-12, 2019	\$50,000.00	\$50,000.00	\$50,000.00			12,500	14,000	
Gallup Senior Softball League	September 4-6, 2015	\$5,000.00	\$13,350.00	xx		700+			
Gloria Saucedo Womens Softball Tournment	September 2-4, 2016	\$3,000.00	xx	xx		67	xx	xx	
Kicker Arenacross Show	July 20-21, 2018	\$5,000.00	\$10,000.00	\$12,000.00		3,258	5,700		
Land of Enchantment Opera	June 26,2016- July 31,2016	\$15,000.00	\$5,000.00	NF		6063	435	XX	
Mario Estrada Memorial Softball Tournament	July 6-8, 2018	xx	\$4,620.00	\$5,000.00		xx	2800	2,950	
Memorial Day 5K	May 28,2018	\$5,000.00	\$5,000.00			400	230		
Native Film Series	August 3-5, 2018	\$15,000.00	\$10,000.00	\$10,660.00		327	284	272	
NMHSRA Semi-Finals Rodeo	May 12-13, 2018	\$6,000.00	\$8,000.00			500	500		
Race at the Rock	May 27,2019		\$5,000.00	\$6,000.00		100	183		
Red Pock Trailer Roping	June 24,2018	\$3,500.00	\$4,000.00	\$6,000.00		900	1200		
Red Rock 100 desert Race (17/18 merged with other events)	September 21-23, 2018	\$4,000.00	\$4,000.00	\$12,000.00		2,000	700+	rainout	
Red Rock Balloon Rally	November 29- December 2, 2018	\$25,000.00	\$25,000.00	\$35,000.00		8,300	8852	8,000	
Red Rock Motorsports Summer Bash/MX Series	July 29-30, 2018	\$8,000.00	\$5,500.00	xx		540	534		
Sacred Heart Spanish Market	June 1-3, 2018	\$11,500.00	\$10,000.00			2,000	1,300		
Second Street Arts Festival	November 18,2018	\$5,000.00	\$9,000.00			700	750		
Softball Warriors	July 30-31, 2016	\$3,000.00	xx	xx		2,400			
Spitfire and Classic Invitational Rodeo Events	June 24-25, 2019	xx	xx	\$4,500.00		xx	xx	NEW	
Spring Smash 5	May 26-27, 2018	\$5,000.00	\$5,000.00	xx		2,400	1,500	xx	
Squash Blossom Classic	September 15-16, 2018	\$10,000.00	\$10,000.00	\$7,500.00		369	340		
SSUSA American Softball Tournament	2018 season	xx	\$13,350.00	xx		xx	4,900	xx	
Turf Wars 3	September 16- September 17, 2018	\$3,000.00	\$5,000.00	xx		900	960	xx	
USTRC Red Rock Classic Team Roping	June 9-10, 2018	\$8,000.00	\$8,500.00	\$8,500.00		600-800	2,020		
Wildthing Championship Bullriding	July 13 and 14, 2018	\$5,000.00	\$25,000.00	\$25,000.00		9,000	9,000	9,000	







# LODGERS TAX REIMBURSEMENT GUIDE

Includes: Expenses not covered by  
Lodgers Tax Funding

UPDATED January 7, 2019

## 2019-2020 LODGER'S TAX GRANT AWARD EXPENDITURE GUIDELINES

---

Any organization that promotes travel and tourism for the benefit of the Gallup area, has an established organization and leadership, can accomplish the proposed project, and can comply with all applicable conditions. Approved projects will receive notification of the funding amount, administrative guidelines and any special conditions of funding.

### Not covered:

- Food of any kind
- Item submissions that do not meet branding requirements
- Event expenses (costs of making your actual event happen in the first place), such as fireworks, fences, referees, umpires, time to download or upload materials for any services, etc.
- Event Decorations
- Video production for advertising or marketing purposes. Only the distribution expenses of the video will be considered allowable expenses (through Google, Social media, or digital placement contract with outside vendor)
- Sponsor banners with the logo. The only permitted banner is a banner that ONLY uses the Gallup Real True artwork and no other businesses/sponsors.
- Website construction/maintenance: Lodgers' Tax no longer covers the construction of a website. Lodger's Tax DOES cover the social media or digital marketing required to draw traffic to a website. The website is an extension of our business- we cover what you do to drive traffic to your business. Google ads and boosts on social media for example, would be covered.
- Items added that were not in the City Council Approved application.

### TIMELINE FOR FUNDING REQUESTS AND REIMBURSEMENT RULES

No later than 60 days after the event:

- The organizer of the event/grant recipient will submit to the Tourism and Marketing office the following: receipts/invoices that are indicated paid by the vendor, artwork/images of the advertisements or promotional items, and proof of payment to the vendors (cancelled checks, Credit Card receipts and/or Statements, or bank statements only)
- Event organizers may submit up to three requests for reimbursement toward their grant allotment.
- Unless explicitly authorized by the City Council, event promoters may not contract with or authorize payment to themselves, family members (Defined as related by blood, adoption, or marriage to the third degree of kinship and includes spouses, parents, children, siblings, grandparents, grandchildren, aunts, uncles, nieces, and nephews), or any entity in which the event promoter has a financial interest to provide SERVICES (services include design, website update, file downloads, etc. Services are typically but not always billable by time). In the instance that the event promoter wishes to use the services of a family member as defined above, the event promoter must obtain and submit three written quotes for the required service unless the event promoter submits documentation showing that a good faith review of available sources was conducted and there are not three available sources for the required service. Advertisement placements in radio, print, etc. do not follow the same rules as they are sole-source media.

Reimbursement materials required:

- **Letter of reimbursement request** that includes the following: Organization name (as on the w9 submitted with the application), amount awarded, amount of the request, list of the vendors and amounts paid to each vendor.
- **Invoice or receipt marked paid by the vendor** (hand written payment statements do not count). All invoices must have dates, invoice numbers, and vendor contact information listed on them.
- **Proof of payment**- cancelled check, bank statement, credit card receipt (no longer accepted- copies of checks that were written but not processed)
- Final Draw: Evaluation Form and Photographs

Reimbursement submission options:

- **By Mail:** Tourism & Marketing Manager, City of Gallup, 110 W Aztec, Gallup NM 87301
- **By email:** In one pdf with all relevant materials enclosed to [jlazarz@gallupnm.gov](mailto:jlazarz@gallupnm.gov)
- **Drop off at City Hall:** Bring to the City Clerk's office to be placed in the Tourism Mailbox
- Reimbursement materials will **not** be accepted in person at the Tourism Office or by any staff at the El Morro Theatre and Events Center.

## BRANDING REQUIREMENTS

All recipients of Lodgers' Tax funds must list the City of Gallup Lodger's Tax as a Contributor on all advertisements, brochures and other mediated materials by using the GallupRealTrue logo. *No previous Lodgers Tax logos will be accepted on FY20 materials.* Logos and guide will be provided at time of award notification and are always available for download at [www.gallupnm.gov](http://www.gallupnm.gov)

## PHOTO REQUIREMENT

After the event/project you are required to submit a minimum of two (2) high resolution photos of your event to the City of Gallup Tourism and Marketing Manager for use in promotion on the City Tourism website and in additional tourism marketing. Please provide a letter from the photographer with permission for usage in digital and print media that states how the photographer wishes to be credited. Failure to provide the required photographs may disqualify you for future funding.

## EVALUATION FORM

An evaluation is required for each project or event receiving Lodgers' Tax Funds. Evaluations must be returned to the Lodgers' Tax Committee within 60 days of the completion of the project or event and will not be accepted with the application. Award funds will not be reimbursed without complete submission of financial materials and the evaluation form. ***The evaluation form will be mailed to your organization once City Council has awarded funds.***

## EXPENDITURES REPORT

A final report with substantiating documentation of expenditures is required 60 days after event. Recipients are responsible for filing financial reports and timely evaluation reports. After 60 days applicants will be given a first notification via email and then two weeks later a final notification in certified mail. After the final notification, the award will be cancelled.

## ADVERTISING TIPS & RECOMMENDATIONS

---

Social Media Advertising- target regions outside of Gallup, you can change the age, gender, demographic, and interests of who you are targeting through paid ads. Ads must have an image or video for best demographic capture.

- Facebook: Put in your image or video, click "boost post". From here you can choose the demographics, budget, and time of reach. There are two kinds of reach: organic and paid. Organic is what would show up without a paid boost, paid is what you're asking FB to put out there. FB also tracks who clicks or shares your ads as well.
- Instagram: make sure you have an event hashtag and a way for the folks who love your event to share their photo experiences. Make sure you have an account for people to tag into. Users have the option to share their posts to FB.
- Twitter: this is a dying platform. Forget it. It doesn't direct traffic to your website or other areas focused on your event.
- Snapchat: Geofilter- you can pay for a filter to advertise your event. You pay based on where it is and what it looks like.
- Target Specific FB groups: look up lovers of your activity and see if they have group social media pages dedicated to that. If they do, see if you can post your flyer on those pages.

Trade/Industry Magazines and Digital Advertising- The BEST plan of action next to social media is to target publications that specifically cater to your interest group, and advertise both in print and on their digital platforms (banners, web ads, e-blasts, newsletters, FB endorsements).

- Look at circulation of the publication and subscribers to digital press
- “Bang for your buck”- look at timelines for when your traditional customer is planning their season or excursion, look at the age demographic of your consumer to determine the percentages of which way to go print vs. digital

Youtube channel: does your organization have a lot of video? Post your videos, share them!!!

Advertising to the local community can be done at low or no cost in the Community Calendars of the Gallup Sun, Gallup Independent, and Gallup Journey. In addition, many radio station hosts in our area love to have conversations about events that greatly impact our quality of life.

**Photos and Videos sell events, not shopping lists of what people can do.**