

**CITY OF LOVINGTON  
REGULAR MEETING OF THE LODGERS TAX COMMITTEE**

Tuesday, September 3, 2024 5:15 PM  
TO BE HELD AT 214 SOUTH LOVE STREET

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**AGENDA**

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Notice of this meeting has been given to the public in compliance with Section 10-15-4 NMSA 1978

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**OPEN MEETING**

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**Call To Order**

**Roll Call**

**Approval of Agenda**

**Consideration of Minutes from June 3, 2024**

**PUBLIC COMMENT**

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**NON-ACTION ITEMS**

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- Review of Finance Report
- Review of Chamber of Commerce Event Request for Funding
- Review of Lovington MainStreet Event Request for Funding

**ACTION ITEMS**

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- Recommendation of Disbursement of Lodgers Tax Funds to Event Holders

**ADJOURNMENT**

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If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the City Clerk at 575-396-2884 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 575-396-2884 if a summary or other type of accessible format is needed 72 HOURS PRIOR TO THE MEETING.

**CITY OF LOVINGTON**  
**COMMISSION STAFF SUMMARY FORM**

MEETING DATE: 9/3/2024



Item Type:

SUBJECT: Review of Finance Report  
DEPARTMENT: City Clerk  
SUBMITTED BY:  
DATE SUBMITTED: 9/3/2024

<b>COMPREHENSIVE PLAN IMPLEMENTATION:</b>
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<b>STAFF SUMMARY:</b>
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<b>FISCAL IMPACT:</b>
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<b>RECOMMENDATION:</b>
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**CITY OF LOVINGTON**  
COMMISSION STAFF SUMMARY FORM

MEETING DATE: 9/3/2024



Item Type:

SUBJECT: Review of Chamber of Commerce Event Request for Funding  
DEPARTMENT: City Clerk  
SUBMITTED BY:  
DATE SUBMITTED: 9/3/2024

**COMPREHENSIVE PLAN IMPLEMENTATION:**

**STAFF SUMMARY:**

**FISCAL IMPACT:**

**RECOMMENDATION:**

**ATTACHMENTS:**

Description	Type
Request for Funds	Cover Memo

**CITY OF LOVINGTON  
LODGERS TAX BOARD  
REQUEST FOR FUNDING**

*Requests must be received seven (7) days before Lodgers Tax Board meeting.*

The City of Lovington Lodger's Tax Board give recommendations of funding to the Lovington City Commission based on the guidelines listed in the City's Ordinance for Lodger's Tax Funding. Please reference to Ordinance #583 for Lodger's Tax Funding guidelines.

**PART I: PROJECT INFORMATION**

*A funding application must be completed and submitted for each individual event or project.*

Organization Name: Lovington Chamber of Commerce  
Event Name: Lovington Electric Light Parade & Christmas Extravaganza  
Event Location: Lovington, NM  
Event Start Date: Mon, Dec. 2, 2024 Event End Date: Mon, Dec. 2, 2024  
Is this a new event? Yes  No   
If this is a repeat event, how many individuals attended previously? 1,500-2,000  
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)  
We calculate attendance by entries in the parade and the number of crowds that are along the streets during this event.

**PART II: PREVIOUS FUNDING REQUESTS**

Did your organization receive Lodgers Tax funding in the previous quarter? Yes  No   
*If No, proceed to Part III*

What amount of funding did you receive? \$13,850

Have all reimbursement requests been received by City staff? Yes  No

If you have outstanding reimbursements, what is the total amount pending? \$1700

**PART III: EVENT DETAIL**

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

The Lovington Electric Light Parade is an annual event to bring the community and surrounding areas together and kick off the Christmas Spirit. People throughout Lovington and surrounding areas look forward to the parade every year. The Lovington Chamber feels this event will be great for our community and surrounding areas to come visit Lovington and stay overnight at our local hotels. We usually have around 130-160 Participants. We will have Santa as well as the grinch at the extravaganza for Parents to take Pictures. The Chamber Members will set up booths for the community to gather together and shop local.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

This parade brings people to Lovington, we are needing funds to help advertise this event to attract more people to the participate and come out to the parade. We are wanting for them to visit Lovington and shop local. The funds will help us purchase trophies for the winners in the parade. We will also be having a highlight video made, also we will be having the Parade live streamed this year. The goal is to not only have it on Facebook but also live at the extravaganza so the vendors can watch it from the extravaganza location.

## Lodger's Tax Request for Funding Event Information

<b>Name of Event</b>	88th Annual Lea County Fair & Rodeo Parade
<b>Date</b>	Saturday, August 3, 2024 at 10a.m.
<b>Location</b>	Lovington, NM
<b>Description</b>	This parade attracts people throughout Lea County to visit Lovington.

<b>Expected Attendance</b>	3,000	<b># of Overnigheters</b>	50-175
<b>Is this an annual event?</b>	YES	<b>Is this a new event?</b>	NO

### PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
	Posters (save-the-date)	\$1,000			\$1,000-	Flyers Tickets	\$100
Programs			-				-
<b>SUBTOTAL</b>			\$1,000-	<b>SUBTOTAL</b>			\$100
Mailings	\$500.00		\$500 -		<b>TOTAL PRINTING COSTS</b>		
							-

### PRINT MEDIA

	Name	# of ads	Cost	Total
Newspaper	Lovington Leader		\$1,500.00	-
	Hobbs News- Sun		\$1,500.00	-
	<b>SUBTOTAL</b>			\$3,000.00
Magazine/Other				-
				-
	<b>SUBTOTAL</b>			-
<b>TOTAL PRINT MEDIA</b>				-

### ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio	MTD Radio		\$3,500.00	-
Television				-
Social Media	Facebook Advertising		\$250.00	-
				-
<b>TOTAL ELECTR. MEDIA</b>				\$3,750.00 -

### OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees	Trophies		\$200.00	-
Sound and Lighting Costs				-
Sanction Fees	Highlight video & Live Streaming		\$2,000.00	-
Promotional Items (eg: tshirts, rings, etc.)				-
Other: (please list)				-
				-
				-
				-
				-
				-
<b>TOTAL OTHER EXPENSE</b>				\$2,200.00 -

<b>TOTAL REQUEST FOR EVENT</b>	<b>\$10, 550.00-</b>
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**PART IV: ASSURANCES AND CERTIFICATIONS**

I CERTIFY THAT I AM AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP A CLEAR AND ACCURATE ACCOUNTING OF HOW FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME: Claire Halsell

TITLE: Chief Executive Director

SIGNATURE: Claire Halsell *Claire Halsell*

DATE: 05/08/2024

**CITY USE ONLY**

RECEIVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

**CITY OF LOVINGTON**  
COMMISSION STAFF SUMMARY FORM

MEETING DATE: 9/3/2024



Item Type:

SUBJECT: Review of Lovington MainStreet Event Request for Funding  
DEPARTMENT: City Clerk  
SUBMITTED BY:  
DATE SUBMITTED: 9/3/2024

**COMPREHENSIVE PLAN IMPLEMENTATION:**

**STAFF SUMMARY:**

**FISCAL IMPACT:**

**RECOMMENDATION:**

**ATTACHMENTS:**

Description	Type
Lovington MainStreet Event Request	Cover Memo

**CITY OF LOVINGTON  
LODGERS TAX BOARD  
REQUEST FOR FUNDING**

*Requests must be received seven (7) days before Lodgers Tax Board meeting.*

The City of Lovington Lodger's Tax Board give recommendations of funding to the Lovington City Commission based on the guidelines listed in the City's Ordinance for Lodger's Tax Funding. Please reference to Ordinance #583 for Lodger's Tax Funding guidelines.

**PART I: PROJECT INFORMATION**

*A funding application must be completed and submitted for each individual event or project.*

Organization Name: Lovington Main Street  
Event Name: Starting & Keeping a Business  
Event Location: Town Hall, Downtown Lovington  
Event Start Date: Nov 9th, 21 Event End Date: Nov 9th, 21  
Is this a new event? Yes  No   
If this is a repeat event, how many individuals attended previously? \_\_\_\_\_  
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)  
we will have registration & sign in sheet.

**PART II: PREVIOUS FUNDING REQUESTS**

Did your organization receive Lodgers Tax funding in the previous quarter? Yes  No   
*If No, proceed to Part III*

What amount of funding did you receive? \$19,000

Have all reimbursement requests been received by City staff? Yes  No

If you have outstanding reimbursements, what is the total amount pending? \$14,000

**PART III: EVENT DETAIL**

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

This will be a workshop to help new & existing business. The presentors will all speak Spanish which will be a huge part of the event.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Marketing.



## Lodger's Tax Request for Funding Event Information

**Name of Event** Starting & Keeping a Business  
**Date** Nov 9th, 2024  
**Location** Town Hall, Downtown Lovington  
**Description** Business Workshop in Spanish & English

**Expected Attendance** 80      **# of Overnights** \_\_\_\_\_  
**Is this an annual event?** No      **Is this a new event?** Yes

PRINTING							
Posters (save-the-date) Programs	Cost	Quantity	Total	Flyers Tickets	Cost	Quantity	Total
					-		
<b>SUBTOTAL</b>				<b>SUBTOTAL</b>			
			-				-
Mailings		Cost	Quantity	Total			
				-			
					<b>TOTAL PRINTING COSTS \$500.00</b>		

PRINT MEDIA				
	Name	# of ads	Cost	Total
Newspaper	Newsun - Hobbs		\$500	-
	Leader - Lovington		\$300	-
			<b>SUBTOTAL</b>	<b>\$800.00</b>
Magazine/Other	Name	# of ads	Cost	Total
				-
			<b>SUBTOTAL</b>	-
				<b>TOTAL PRINT MEDIA -</b>

ELECTRONIC MEDIA				
	Name	# of spots	Cost	Total
Radio	MTD		\$300	-
Television	Noelmark		\$300	-
Social Media				-
			<b>SUBTOTAL</b>	-
				<b>TOTAL ELECTR. MEDIA \$1000.00</b>

OTHER EXPENSE				
	Name	# of item	Cost	Total
Professional Performance Fees	Quickbooks		\$500	-
Sound and Lighting Costs	Presenter			-
Sanction Fees	& other professionals			-
Promotional Items (eg: tshirts, rings, etc.)				-
Other: (please list)				-
			<b>SUBTOTAL</b>	-
				<b>TOTAL OTHER EXPENSE \$500.00</b>

**TOTAL REQUEST FOR EVENT** **\$2400.00**

**PART IV: ASSURANCES AND CERTIFICATIONS**

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PRINTED NAME: Star McKee  
TITLE: Executive Director  
SIGNATURE: *Star McKee*  
DATE: Aug 30th, 2024

<b>CITY USE ONLY</b>	
RECEIVED BY: _____	DATE: _____

**CITY OF LOVINGTON**  
COMMISSION STAFF SUMMARY FORM

MEETING DATE: 9/3/2024



Item Type:

SUBJECT: Recommendation of Disbursement of Lodgers Tax Funds to Event Holders  
DEPARTMENT: City Clerk  
SUBMITTED BY:  
DATE SUBMITTED: 9/3/2024

**COMPREHENSIVE PLAN IMPLEMENTATION:**

**STAFF SUMMARY:**

**FISCAL IMPACT:**

**RECOMMENDATION:**