AGENDA

Carlsbad Lodgers' Tax Advisory Board Regular Meeting
Janell Whitlock Municipal Annex Building,
City Council Chambers
114 S. Halagueno St.
Carlsbad, NM 88220
February 3, 2026 at 7:30 AM

Agenda

1. Call to Order
2. Roll Call and Determination of Quorum
3. Approval of Meeting Minutes — November 4, 2025
4. Presentation of FY2025-2026 2nd Quarter Financial Report – Promotional Fund
5. Presentation of FY2025-2026 Requests and Recommended Allocations Considering Projected Budget
6. Consider Request for Lodgers' Tax Funding from the Boys and Girls Club for FY27 The Boys and Girls Club Advertising
7. Consider Request for Lodgers' Tax Funding from Carlsbad Area Art Association for the FY27 Carlsbad Area Art Association
8. Consider Request for Lodgers' Tax Funding from Carlsbad Chamber of Commerce for the FY27 Convention & Visitors Bureau
9. Consider Request for Lodgers' Tax Funding from Carlsbad Chamber of Commerce for the FY27 Rumble on the Pecos Car Show
10. Consider Request for Lodgers' Tax Funding from Carlsbad Chamber of Commerce for the FY27 Christmas on the Pecos
11. Consider Request for Lodgers' Tax Funding from Carlsbad Community Concert Association for the FY27 2026/2027 Season
12. Consider Request for Lodgers' Tax Funding from Carlsbad Community of Hope Center for the FY27 Jericho Walk and Bike Run
13. Consider Request for Lodgers' Tax Funding from Carlsbad Community Theatre for

the FY27 Tourism Campaign

14. Consider Request for Lodgers' Tax Funding from Carlsbad Downtown Lions Club for the FY27 Lions Club District Convention

15. Consider Request for Lodgers' Tax Funding from Carlsbad Live, LLC for the FY27 Walter Gerrells PAC

16. Consider Request for Lodgers' Tax Funding from Carlsbad MainStreet for the FY27 POP ACD Tourism Campaign

17. Consider Request for Lodgers' Tax Funding from Carlsbad Soccer League for the FY27 Cavern City Christmas Classic 2026

18. Consider Request for Lodgers' Tax Funding from Cavern City Events LLC for the FY27 5th Annual Cavern City Renaissance Festival

19. Consider Request for Lodgers' Tax Funding from Creative Carlsbad for the FY27 Annual Marketing Plan

20. Consider Request for Lodgers' Tax Funding from First Methodist Church for the FY27 Fallapalooza

21. Consider Request for Lodgers' Tax Funding from Friends of Living Desert Park for the FY27 Trail to Discovery

22. Consider Request for Lodgers' Tax Funding from MLK Scholarship Committee for the FY27 MLK Celebration 2027

23. Consider Request for Lodgers' Tax Funding from Tammy Neel for the FY27 Yucca Blossom Trade Days

24. Consider Request for Lodgers' Tax Funding from United Way of Eddy County for the FY27 Cinco de Mayo Golf Tournament

25. Consider Request for Lodgers' Tax Funding from United Way of Eddy County for the FY27 Dancing with the Eddy County Stars

26. Nomination and Vote For Chair and Vice Chair of the Lodgers' Tax Advisory Board

27. Adjournment

FOR INFORMATION ONLY

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

MINUTES OF A MEETING OF THE LODGERS' TAX ADVISORY BOARD OF THE CITY OF CARLSBAD, NEW MEXICO, HELD IN THE MUNICIPAL BUILDING, PLANNING ROOM, 101 N. HALAGUENO ST., CARLSBAD, NM TUESDAY, NOVEMBER 4, 2025 AT 7:30 A.M.

Voting Members Present: Dr. S. S. Dara, Chair
Dale Balzano, Vice-Chair
Amit Bhakta, Board Member
Milan Patel, Board Member
Elizabeth Lickliter, Board Member

Voting Members Absent: None

Also Present:

Jessica Ponce	Budget & Grant Analyst
Cynthia Florez	Executive Administrative Coordinator
Jonni Valdez Silva	Mainstreet
Jill Barkley	Chamber of Commerce

1. CALL TO ORDER
Dr. S. S. Dara called the meeting to order at 7:29 a.m.

2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM
Dr. S. S. Dara called Roll, and it was determined that there was a Quorum of the voting members.

Present: Dr. S. S. Dara, Dale Balzano, Amit Bhakta, Milan Patel, Elizabeth Lickliter
Absent: None

3. CONSIDER APPROVAL OF MINUTES OF LODGERS' TAX ADVISORY BOARD MEETING HELD ON AUGUST 5, 2025
Dale Balzano made a motion to approve the minutes, seconded by Elizabeth Lickliter

The vote was as follows:
Yes: Dr. S. S. Dara, Dale Balzano, Amit Bhakta, Milan Patel, Elizabeth Lickliter
No: None

4. CONSIDER REQUEST FOR LODGERS' TAX FUNDING FROM CARLSBAD CHAMBER OF COMMERCE FOR MAINSTREAM TOURISM ADVERTISING
Jill Barkley presented on behalf of the Carlsbad Chamber of Commerce, requesting funding for Mainstream Tourism Advertising. Ms. Barkley stated that Mainstream Advertising is advertisements streamed in movie theaters, Spotify, and on Paramount+. Carlsbad is now being advertised on the big screen at the movies, and for those watching Paramount+, viewers will see commercials about Carlsbad. The Carlsbad Chamber of Commerce has partnered with New Mexico Tourism, which has funded a portion of the cost, and is now seeking Lodgers' Tax to cover the remaining portion. Ms. Barkley stated that after a couple of weeks of initiatives on Spotify, there have been almost 200,000 impressions reported. Movie theaters are now able to capture some additional markets, including West Texas, as well as New Mexico and Northern New Mexico. Now they are expanding to reach and capture the Dallas Fort Worth Market, as well as Lubbock, Midland, and the El Paso area. Ms. Lickliter asked what an impression is. Ms. Barkley explained that it means people are seeing, interacting with, and listening to the ads. Ms. Barkley further explained that through research, they are finding that people are going to social media when looking for tourism activities. Ms. Lickliter asked what kind of ads are being highlighted. Ms. Barkley stated that they have 12 videos approved by the New Mexico Tourism Department, and they are currently

running a Christmas on the Pecos ad. Ms. Barley stated that they are not running the Caverns due to the shutdown; however, it is something they normally promote year-round because you can typically visit the Caverns at any time. She said some of the ads are seasonal; when it warms up, they will start promoting Sitting Bull Falls, hiking areas, and those amenities. Mr. Balzano mentioned that the Chamber of Commerce had already received a large amount of money earlier in the year, and he asked if they already planned on this initiative with those funds. Ms. Barkley stated that this was brought to them by their ad agency. They were already running movie theater ads in some smaller markets, such as Clovis and Roswell. This is an opportunity to expand the reach and also gain access to Spotify, as they were not aware of it at the time they requested the funds. Mr. Balzano asked what their original budget was, and Ms. Barley responded that it was $300,000. Ms. Barkley stated that the money received was already allocated for other initiatives, and this request is new. Mr. Balzano asked if the Chamber of Commerce would be including this in their original application for next year. Ms. Barley said yes. Mr. Balzano asked about the Lodgers' Tax fund. Ms. Jessica Ponce advised she would be going over the first quarter financials at the end of the meeting. Dale Balzano made a motion to approve, seconded by Elizabeth Lickliter.

The vote was as follows:
Yes: Dr. S. S. Dara, Dale Balzano, Amit Bhakta, Milan Patel, Elizabeth Lickliter
No: None

5. PRESENTATION OF AGING SCHEDULE AND LT FUND FY26 FOR THE 1ST QUARTER

Jessica Ponce presented the first-quarter financials. Ms. Ponce stated the overall year-to-date revenues were $360,992.00, which is 28% of the budget. Expenditures totaled $412,671.13, which accounts for 24% of our budget, resulting in an ending cash balance of $821,242.87. Ms. Lickliter stated that they began receiving various notices regarding the use of a house as temporary lodging and the requirement to file Lodgers' Tax. Ms. Lickliter wanted to know if the City has seen the difference since then. Ms. Ponce stated she has received many Airbnb payments. Ms. Ponce will bring more information to the upcoming meeting. Jessica stated that the new software is finding homes advertised for rent. The city is sending out letters to those home owners and requesting that they pay Lodgers' Tax. Mr. Balzano was under the impression that Airbnb collected the Lodgers' Tax. Ms. Lickliter then explained that Airbnb collects the gross receipts tax and pays it directly to the state. Essentially, the homeowner would have to request that Lodgers' Tax be applied to the fees; in turn, the homeowner would collect the fees and pay the city.

ADJOURN

With no further business to discuss, the meeting adjourned at 7:42 a.m.

_____
Chair

City of Carlsbad, NM
Lodgers Tax - Promotional
Aging Schedule of Revenues to Spend
as of: December 2025

Expenditures/Transfers

Revenues		FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29	FY30	FY31	FY32	Offsetting Expense	Balance	Compliance
FY20	1,446,944	-	-	444,896	**1,002,048**										1,446,944	-	**No - $1M**
FY21	635,817		-	-	635,817										635,817	-	**YES**
FY22	901,760			-	21,656	880,104									901,760	-	**YES**
FY23	1,205,299				-	1,205,299									1,205,299	-	**YES**
FY24	1,418,694					210,488	1,208,206								1,418,694	-	**YES**
FY25	1,298,261						421,329	860,770							1,282,099	16,162	
FY26	692,195														-	692,195	
FY27															-	-	
FY28															-	-	
FY29															-	-	
		-	-	444,896	1,659,521	2,295,891	1,629,535	860,770	-	-	-	-	-	-		708,357	

Per Lodgers' Tax State Statute and City Ordinance, the proceeds from the occupancy tax that are required to be used to advertise, publicize and promote tourist-related attractions, facilities and events shall be used within two years of the close of the fiscal year in which they were collected and shall not be accumulated beyond that date or used for any other purpose.

CITY OF CARLSBAD
PROMOTIONAL LODGERS TAX FUND
2ND QUARTER FINANCIAL STATEMENT
Fiscal Year 2026

	OCTOBER	NOVEMBER	DECEMBER	YEAR TO DATE	1ST QUARTER	2ND QUARTER	BUDGET	PERCENTAGE
REVENUES								OF TOTAL
Lodgers Taxes	$ 115,783.00	$ 112,195.94	$ 104,580.30	$ 691,559.68	$ 359,000.44	$ 332,559.24	$ 1,300,000	53%
Lodgers Tax Penalty	$ 432.48		$ 162.12	$ 635.62	$ 41.02	$ 594.60	$ -	0%
TOTALS REVENUES	**$ 116,215.48**	**$ 112,195.94**	**$ 104,742.42**	**$ 692,195.30**	**$ 359,041.46**	**$ 333,153.84**	**$ 1,300,000.00**	**53%**
EXPENDITURES								
Museum Advertising	$ 1,258.50	$ 6,319.88	$ 4,898.25	$ 24,980.63	$ 12,504.00	$ 12,476.63	$ 80,295	31%
City Sponsored Events	$ 37,303.15	$ 40,167.05	$ 17,674.86	$ 152,451.50	$ 57,306.44	$ 95,145.06	$ 226,310	67%
Carlsbad Community Concert Association	$ 1,601.00	$ -	$ -	$ 56,601.00	$ 55,000.00	$ 1,601.00	$ 81,000	70%
Christmas on the Pecos	$ -	$ -	$ -	$ -	$ -	$ -	$ 75,000	0%
Cavern Theatre Marquee	$ 121,714.99	$ -	$ -	$ 118,063.52	$ (3,651.47)	$ 121,714.99	$ 135,852	87%
Jericho Walk	$ -	$ -	$ -	$ -	$ -	$ -	$ 9,000	0%
Gem & Mineral Show	$ -	$ -	$ -	$ 8,822.15	$ 8,822.15	$ -	$ 17,898	49%
Cars on the Pecos	$ 14,375.00	$ -	$ -	$ 14,375.00	$ -	$ 14,375.00	$ 14,375	100%
International Film Festival	$ -	$ -	$ 9,150.00	$ 9,150.00	$ -	$ 9,150.00	$ 26,000	35%
Pickleball Tournament	$ -	$ -	$ -	$ 3,259.85	$ 3,259.85	$ -	$ 4,750	69%
Mainstreet Tourism Campaign	$ -	$ -	$ -	$ 94,578.34	$ 94,578.34	$ -	$ 150,000	63%
Septembeerfest Advertising	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,000	0%
Renaissance Festival	$ -	$ -	$ 18,413.05	$ 47,760.11	$ 29,347.06	$ 18,413.05	$ 60,000	80%
Friends of the Living Desert	$ -	$ 1,432.25	$ 2,171.75	$ 22,427.51	$ 18,823.51	$ 3,604.00	$ 25,000	90%
Carlsbad Area Art Association	$ 2,833.75	$ 1,398.25	$ 1,886.83	$ 11,575.08	$ 5,456.25	$ 6,118.83	$ 18,315	63%
COC Marketing Campaign	$ 25,000.00	$ 50,000.00	$ 25,000.00	$ 150,000.00	$ 50,000.00	$ 100,000.00	$ 300,000	50%
Community Theatre Tourism	$ -	$ 455.00	$ 1,073.96	$ 10,772.57	$ 9,243.61	$ 1,528.96	$ 19,000	57%
Library Advertising	$ -	$ -	$ -	$ 2,654.88	$ 2,654.88	$ -	$ 32,354	8%
Fishing Derby	$ -	$ -	$ -	$ -	$ -	$ -	$ 10,000	0%
Carlsbad Live Events	$ -	$ 3,416.00	$ -	$ 7,696.00	$ 4,280.00	$ 3,416.00	$ 40,000	19%
Walter Gerrels Advertising	$ -	$ -	$ -	$ -	$ -	$ -	$ 93,845.14	0%
Beach Letter Sign	$ 23,463.49	$ -	$ 10,814.00	$ 83,391.36	$ 49,113.87	$ 34,277.49	$ 98,711.25	84%
Cavern Theatre Advertising	$ -	$ -	$ -	$ -	$ -	$ -	$ 50,000.00	0%
Gus Macker	$ -	$ -	$ -	$ -	$ -	$ -	$ 60,000.00	0%
Dink Victorious Pickleball	$ 1,969.72	$ -	$ -	$ 1,969.72	$ -	$ 1,969.72	$ 4,000.00	49%
Cinco de Mayo	$ -	$ -	$ -	$ 14,030.46	$ 14,030.46	$ -	$ 25,000.00	56%
MLK Celebration	$ -	$ -	$ -	$ 1,902.18	$ 1,902.18	$ -	$ 12,907	15%
Dancing with the Stars	$ -	$ -	$ -	$ -	$ -	$ -	$ 18,575	0%
Fallapalooza	$ -	$ -	$ 2,348.43	$ 2,348.43	$ -	$ 2,348.43	$ 3,000	78%
KENW	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,744	0%
Cavern City Classic	$ -	$ -	$ -	$ -	$ -	$ -	$ 10,000	0%
Mainstream Tourism Advertising	$ -	$ -	$ 21,959.78	$ 21,959.78	$ -	$ 21,959.78	$ 34,000	65%
TOTAL EXPENDITURES	**$ 229,519.60**	**$ 103,188.43**	**$ 115,390.91**	**$ 860,770.07**	**$ 412,671.13**	**$ 448,098.94**	**$ 1,741,931.97**	**49%**
Excess Revenue over Expenditures	**$ (113,304.12)**	**$ 9,007.51**	**$ (10,648.49)**	**$ (168,574.77)**	**$ (53,629.67)**	**$ (114,945.10)**		

Fund	Beg. Cash Balance	Revenues	Net Cash Transfers	Expend.	Ending Cash Bal	RESTRICTED CASH
Lodgers Tax	$ 872,922.00	$ 692,195.30	$ -	$ 860,770.07	$ 704,347.23	$ -

City of Carlsbad
Lodgers' Tax Requests
3-Feb-26
ABT 1.29.2026

Req. No.	Applicant	Project	FY27 Request	FY27 Recommended Amount	FY26 Request	FY26 Reimbursed	FY25 Request	FY25 Reimbursed	Recommend Approval	Comments
1	Boys and Girls Club	Boys and Girls Club Bingo Hall	$ 80,000	$ 5,000	$ -	$ -	$ -	$ -	Yes	New request. Recommending funding for advertising only.
2	Carlsbad Area Art Association	Annual Carlsbad Area Art Association	$ 16,000	$ 16,000	$ 16,000.00	$ 9,260.57	$ 35,000.00	$ 35,000.00	Yes	Appropriate use of LT funds. Request remains the same as last year
3	Carlsbad Chamber of Commerce	Carlsbad Chamber of Commerce - Convention & Visitors Bureau	$ 330,000	$ 310,000	$ 300,000.00	$ 175,000.00	$ 330,000.00	$ 330,000.00	Yes	Appropriate use of LT funds.
4	Carlsbad Chamber of Commerce	Rumble on the Pecos Car Show	$ 14,375	$ 14,375	$ 14,375.00	$ 14,375.00	$ -	$ -	Yes	Appropriate use of LT funds. Request remains the same as last year
5	Carlsbad Chamber of Commerce	Christmas on the Pecos	$ 75,000	$ 75,000	$ 75,000.00	$ -	$ 88,000.00	$ 74,438.69	Yes	Appropriate use of LT funds. Request remains the same as last year
6	Carlsbad Community Concert Association	Carlsbad Community Concert Association 26/27 Season	$ 60,000	$ 40,000	$ 26,000.00	$ -	$ 55,000.00	$ 55,000.00	Yes	Appropriate use of LT funds.
7	Carlsbad Community of Hope Center	Jericho Walk and Bike Run	$ 18,500	$ 10,000	$ 9,000.00	$ -	$ 24,000.00	$ 8,356.43	Yes	Appropriate use of LT funds.
8	Carlsbad Community Theatre	Carlsbad Community Theatre Tourism Campaign	$ 40,000	$ 25,000	$ 19,000.00	$ 18,762.22	$ 40,000.00	$ 23,804.78	Yes	Appropriate use of LT funds.
9	Carlsbad Downtown Lions Club	Lions Club District Convention	$ 5,000	$ 5,000	$ -	$ -	$ -	$ -	Yes	Appropriate use of LT funds. New request this year
10	Carlsbad Live, LLC	Carlsbad Live/Walter Gerrells Performing Arts Center - Annual	$ 60,500	$ 60,500	$ 40,000.00	$ 7,696.00	$ -	$ -	Yes	Appropriate use of LT funds.
11	Carlsbad MainStreet	Carlsbad MainStreet/POP ACD Tourism Campaign	$ 170,000	$ 130,000	$ 150,000.00	$ 107,131.57	$ 200,000.00	$ 192,473.89	Yes	Brand Management is not recommended for LT funds, no reserve funds, and no rebranding.
12	Carlsbad Soccer League	Cavern City Christmas Classic 2026	$ 20,000	$ 10,000	$ 10,000.00	$ -	$ -	$ -	Yes	Awards and handouts must comply with LT guidelines.
13	Cavern City Events, LLC	5th Annual Cavern City Renaissance Festival	$ 60,000	$ 60,000	$ 60,000.00	$ 53,043.40	$ 800,000.00	$ 45,706.03	Yes	Appropriate use of LT funds.
14	Creative Carlsbad	Creative Carlsbad Annual Marketing Plan	$ 70,000	$ 30,000	$ 26,000.00	$ 9,150.00	$ -	$ -	Yes	All activity must comply with LT guidelines. Recommending $30k.
15	First Methodist Church	Fallapalooza	$ 3,700	$ 3,700	$ 3,000.00	$ 2,348.43	$ -	$ -	Yes	Appropriate use of LT funds.
16	Friends of the Living Desert	Friends of the Living Desert: Trail to Discovery	$ 25,000	$ 25,000	$ 25,000.00	$ 22,427.51	$ 32,200.00	$ 31,244.37	Yes	Appropriate use of LT funds. This is for annual promotional.
17	MLK Scholarship Committee/Carlsbad Comm.Foundation	MLK Celebration 2024	$ 7,000	$ 7,000	$ 7,000.00	$ -	$ 8,965.00	$ 4,959.93	Yes	Appropriate use of LT funds. Request remained flat.
18	Tammy Neel	Yucca Bloosm Trade Days	$ 7,000	$ 7,000	$ -	$ -	$ -	$ -	Yes	Appropriate use of LT funds.
19	United Way of Eddy County	United Way Cinco de Mayo Golf Tournament 2027	$ 10,000	$ 10,000	$ 10,000	$ -	15,000	14,030	Yes	Appropriate use of LT funds. The event takes place in February 2026 for FY26 award.
20	United Way of Eddy County	Dancing with the Eddy County Stars 2027	$ 17,000	$ 17,000	$ 18,000.00	$ -	$ 18,000.00	$ 17,424.73	Yes	Appropriate use of LT funds. The event takes place in March 2026 for FY26 award.
City A	City of Carlsbad - Executive	City Sponsored Events	$ 180,000	$ 180,000	$ 170,000.00	$ 109,401.72	$ 170,000.00	$ 163,861.51	Yes	City Projects
City B	Carlsbad Public Library	Library Advertising	$ 60,000	$ 30,000	$ 28,000.00	$ -	$ 60,000.00	$ 59,901.86	Yes	Recommending $30k slight increase from last year.
City C	Carlsbad Museum	Annual Request	$ 40,000	$ 30,000	40,000	-	70,000	54,686	Yes	Recommending $30k. Have funding remaining from last years
City D	Cascades Wellness and Recreation Center	Cascades Wellness and Recreation Center	$ 7,500	$ 7,500	-	-	-	-	Yes	New request.
			$ 1,376,575	**$ 1,108,075**	**$ 1,046,375**	**$ 528,596**	**$ 1,946,165**	**$ 1,110,889**		

FY27 Projected Budget	$ 1,300,000
City Recommended Amount	$ 1,108,075
Difference	$ 191,925

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Boys and Girls Club Bingo Hall

Brief Project Narrative:

See Attached

Applicant: Boys and Girls Club of Carlsbad

Address: 206 East Pecan Street

City, State, ZIP: Carlsbad, New Mexico 88220

Contact Person: Michelle Martinez **Phone:** 575-885-8449

E-mail: Info@bgcarlsbadnm.org **(optional)**

_____ **Title:** CEO

(Signature of Authorizing Official)

Date Application Submitted: 1/20/2026

Project Start Date: July 1, 2026 **Project Completion Date:** June 30, 2027

Proposed Total Budget for Applicant:	$ 90,000
Proposed Sponsor/Partner Donations:	$ 10,000
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 80,000

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

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

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

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

See attached

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

See attached

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

See attached

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.?

See attached

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)

NA

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**	See attached	$
Out-of-Town		$
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):		$
		$
	TOTAL REQUEST	$ 80,000

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

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? _____

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

2026 FY Marketing Plan for Bingo Hall owned by the Boys and Girls Club of Carlsbad

July 1, 2026 - June 30, 2027

A: Project Narrative
Boys and Girls Club re-opened our bingo hall to build capacity to support payroll and operational expenses of the club. The Bingo Hall, with Bingo games, E-Pull Tab machines, and special events, will provide a casino type experience for residents and visitors in the region (Artesia, Hobbs, Roswell, and Dale City, Tx). Operations and weekend events will offer this experience for day trippers, tourists already in the area and to our residents.

B. Marketing Plan
We need for the Bing Hall to have its own identity and brand separate from the main Club. To achieve this our marketing agent will build a unique brand identity package with logo, social media setup with Facebook, and Instagram. We will build a unique website with its own domain name and ticketing.

Branding Identity with social media and website
Social media content development
Signage
Print materials: Flyers, mailers, posters, and banners
Event marketing: including marketing booth and swag
Radio Advertising

C. Additional Information

1. Event objective: grow our audience to include people from Artesia, Roswell, Hobbs, and El Paso - to raise as much money for the Club.
2. Target Market- Artesia, Roswell, Hobbs, El Paso
3. We will track our advertising by the memberships gained in the markets.
4. Our Bingo Hall is a unique Casino type experience in the Southeast corner of our state.
5. N/A
6. N/A

D. Budget
Brand Development $30,000

Brand Identity (design logo, typographic style, writing voice, and mission
Brand Content development; content and photography for website
Website: Hosting, Domain, Build and maintain site, SSOptimization
Social: Set up Facebook and Instagram, develop weekly content and posts, promote bingo, mega bingo, and e-pull tabs.

Signage $20,000

Two large signs that would be visible from National Parks Highway, with the new logo. Signs would be electric

Print Materials $10,000

Design and distribute Flyers, mailers, posters, banners and newspaper ads throughout the market of Artesia, Hobbs, Roswell, Dale City, Tx and El Paso.

Event Marketing $20,000

Social media ad buys, develop a marketing booth for presentations in Artesia, Roswell, Hobbs, and El Paso. Swag will include swag (t-shirts, hats, bingo bags)

Radio Advertising $10,000

We will develop radio advertisements for our mega bingos for radio play in the southeast New Mexico market and in El Paso markets.

E. This is a revised business for Carlsbad we do not have this information this FY.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Carlsbad Area Art Association

Brief Project Narrative: CAAA Mission statement: Dedicated to the promotion and advancement of original creative fine arts and crafts in Carlsbad and surrounding areas by means of exhibitions, lectures, art appreciation, education and to elevate the level of art appreciation by all means available to the association.

Applicant: Carlsbad Area Art Association

Address: 120 S Canyon St.

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Jim Renfrow **Phone:** 575-706-1714

E-mail: jamesrenfrow@bajabb.com (optional)

Jim Renfrow **Title:** Director

(Signature of Authorizing Official)

Date Application Submitted: 01/13/2026

Project Start Date: 07/01/2026 **Project Completion Date:** 06/30/2026

Proposed Total Budget for Applicant:	$ 100,000
Proposed Sponsor/Partner Donations:	$
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 16,000

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INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –** The CAAA is a 501 (C)-3 tax-exempt nonprofit organization. It oversees the Artist Gallery on Canyon Street which is a co-op gallery consisting of CAAA members' work that has been juried in by gallery committee members. The CAAA also oversees the Pottery Studio that is open to all CAAA members allowing them to experience all aspects of working with clay. There is available guidance for potters. The CAAA also sponsors many educational workshops through the Gallery and and other featured events throughout the year. The CAAA sponsors several annual events including the Art Walk and Christmas open house, Christmas show, Easter exhibits, Mother's Day, Valentine's Day and the Red Dot sale. We have special themed exhibits each fall and spring. CAAA member artists participate in annual demonstrations for students to learn new art techniques. This is a week long educational project for elementary school students held annually at Carlsbad Museum and Art Center. CAAA sponsors an major art show at the Carlsbad Museum each year. The CAAA also has program workshops 7 months each year that feature different art media and demonstrations. These are open to the public during monthly member meetings.

B. **BRIEF SUMMARY OF THE APPLICANT'S MARKETING PLAN –** Our target audience is local, regional, national, and international people of all ages that travel in or through the city of Carlsbad. We currently have a lot of daily visitors and tourist looking for area art work and local souvenirs. We do mass mailing to members of the CAAA and others who sign up for our newsletter. We advertise in New Mexico Magazine and New Mexico True. We have added social media sites like Facebook and have developed a website. We also have a presence on sites like Trip Advisor. We are members of Carlsbad Chamber of Commerce and post in the city map and directory.

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

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

The goal is to continue support of our events:
1. Educational events at the Art Gallery and Carlsbad Museum and Art Center.
2. Regular workshops at The Artist Gallery and Pottery Studio.
3. Carlsbad Art Show held each spring at the Carlsbad Museum and Art Center.
4. Art events - Red Dot Sale, Mother's Day, Valentine's, Art Walk, Open House are held at the Artist Gallery and Potter's House.

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

Our target audience is the local, regional, national, international visitors of all ages who travel in or through our beautiful city. We use mass mailings (email), social media, web page, Chamber of Commerce, Main Street, Pearl of the Pecos and Magazines. Our members actively promote our Facebook page through their personal Facebook activity. We advertise in RV parks and write reviews on websites like Trip Advisor.

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

We maintain a guest register at the Gallery and have a register at all of our shows. We use the feedback features on Facebook and e-mail surveys. Workers at the Gallery have conversations with visitors as to how they knew of the Gallery. Our guest register shows visitors from all over New Mexico and Texas plus quite a few from Colorado, California and Arizona. We have visitors from all over the Midwest, South and West.

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.?

We hold events at local tourist attractions – The Carlsbad Museum and Art center, The Living Desert State Park and Zoo, The Artist Gallery, The Potters House, Cavernfest and Farmers Market. We list our attractions through the social media, internet and the Carlsbad Chamber of Commerce. Many visitors stay longer if they find additional things to do in Carlsbad. The Artist Gallery is particularly of interest to travelers interested in arts and crafts. We have arts and crafts that visitors take home as souvenirs.

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)

We are targeting business and leisure travelers who tend to stay longer in order to explore the local area. We have many annual events that are known throughout the area and draw repeat visitors. Of course we also have a great deal of local participation.

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):

Local – **($1,000 Max Guideline)** Carlsbad Local $ 1,000

1Out-of-Town $

$

$

Magazines (List):

New Mexico Magazine $ 9,000

New Mexico True $ 4,000

$

Postage or Mailings:

Out of Town ONLY $

$

Cost of Posters Used:

Local – **($500 Max Guideline)** $

Out-of-Town (List): $

$

$

$

Radio (List):

Local – **($1,000 Max Guideline)** $

Out-of-Town (List): $

$

$

$

Television (List):

Out of Town ONLY $

$

Other (List): Website and social media $ 2,000

$

TOTAL REQUEST $ 16,000

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

We have guest registers showing last 3 years of data. We will use feedback option on Facebook and Trip Advisor for additional responses. We have a website with contact information.

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? ✓

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

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CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Carlsbad Chamber of Commerce - Convention & Visitors Bureau

Brief Project Narrative:

Perform tourism and marketing efforts throght the Chamber of Commerce tourism department and through the Convention and Visitors bureau. Promotion and advertising for events that happen in Carlsbad, NM.

Applicant: Carlsbad Chamber of Commerce

Address: 302 S Canal St

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Jill Barkley **Phone:** 575-887-6516

E-mail: jbarkley@carlsbadchamber.com **(optional)**

_____ **Title:** Assistant Director

(Signature of Authorizing Official)

Date Application Submitted: 01/15/2026

Project Start Date: 07/01/2026 **Project Completion Date:** 06/30/2027

Proposed Total Budget for Applicant:	$ _____
Proposed Sponsor/Partner Donations:	$ _____
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 330,000.00

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

The Chamber of Commerce is responsible for destination marketing efforts to promote tourism to Carlsbad, NM. These efforts include traditional and non-traditionl marketing strategies in order to gain more coverage and range. Our marketing strategy of #destinationcarlsbad has grown exponentially through social media including tiktok. Our Facebook, Instagram and youtube presence continues to grow and bring in new travelers.

The Chamber will attend the Albuquerque International Balloon Fiesta again this year as we have the past three years. We spoke with over 10k people and have had bus tours change their future travel plans to include Carlsbad instead of White Sands.

#destinationcarlsbad is being used in collaboration with the City of Carlsbad.

This year our request is remaining flat.

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

Lodgers tax dollars will be used to promote indoor/outdoor recreation in the Carlsbad, NM area and encourage travelers to make Carlsbad, NM their destination for family fun. We will contnue to distribute our visitors guides to the thousands of requests that we get. We are intentional about the marketing campaign in order to show that Carlsbad, NM is not just a day trip; in turn creating more lodger's tax. We plan to utilize our new mobile kiosk o have tourism informatiion readily available at both local and non-local events. We will make sure that the ground we have gained in the digital marketing world continues to grow.

Continue our marketing inside movie theaters
continue with Grand Canyon Magazine
2 articles in TX Monthly
Qrtly Back Cover ads in Route Magazine
continue with NMTD CoOp partnership
continue with our tourism events

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

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

We hose a number of events in Carlsbad every year. The largest being Christmas on the Pecos. However, the Winter & Wine Festival, Brews on the Pecos, The Green Chile cook off and even our annual golf tournament bring tourism to Carlsbad. This trend of increased participation in these events by those outside of Carlsbad has increased over the last 3 years.

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

Target markets include El Paso, West TX, Colorado, Arizona, Phoenix and Dallas. This is not an all inclusive list, due to the fact our social media is reaching more area. We're advertising in multiple movie theaters (El Paso, Las Cruces, Albuquerque, Clovis, Lubbock, Phoenix, and Dallas). We will continue advertising in TX Monthly, Grand Canyon magazine, Route magazine, and NM Magazine. We utilize the NM Tourism departments CoOp program which allows us to partner with the State and further our reach.

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

We have created relationships with local hotels, motels, and B&B's in order to gather analytics on travelers coming to Carlsbad. We also monitor trffic at the Carlsbad Caverns, Living Desert, Sitting Bull Falls, and Brantley Lake.

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.?

Tourism advertising is a corner stone of the Chamber of Commerce. With updated websites and social media traffic, we are increasing the information accessible to promote Carlsbad.

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)

The Chamber continuously adjusts marketing strategies in order to gain the most reach possible. The amplification of Facebook and other social media marketing has shown more interest in traveling to Carlsbad. This was issustrated by being voted #1 Christmas town in NM, with the increase of travelers coming to our town during the holidays. With our retirement efforts, we are the first age friendly community in NM and were named the #1 city to retire in NM according to travelawaits.com. We have also updated the visitor guide which allows tourist up to date access to our online visitor guide. The process is ongoing and fluid.

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town		$
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):		$
		$
	TOTAL REQUEST	$ 330,000.00

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

Over the last 5 years the impact of the Carlsbad Chamber of Commerce Tourism Marketing has grown. The Facebook page is averaging 341k impressions a month with a 30% engagement rate, our instagram page is receiving 138k impressions, and our website is averaging 4k visits per month. Our emial campaing is seeing a 31% open rate which is significantly higher than the national average which is 3%. Our TikTok is getting 36k views aand youtube is getting 28k views.

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? ✓

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Rumble on the Pecos Car Show

Brief Project Narrative:

Coordinate and implement tourism and marketing initiatives through the Chamber of Commerce tourism department and the Convention and Visitors Bureau. Lead promotional and advertising efforst for events and points of interest in Carlsbad, NM.

Applicant: Carlsbad Chamber of Commerce

Address: 302 S Canal St

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Jill Barkley **Phone:** 575-887-6516

E-mail: jbarkley@carlsbadchamber.com **(optional)**

_____ **Title:** Assistant Director

(Signature of Authorizing Official)

Date Application Submitted: 01/15/2026

Project Start Date: 07/01/2026 **Project Completion Date:** 06/30/2027

Proposed Total Budget for Applicant:	$ 14,375
Proposed Sponsor/Partner Donations:	$
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 14,375

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

This event will provide family friendly fun and entertainment, free of charge, to all spectators. The June Car Show is recognized as the majorevent marking the start of summer fun in Carlsbad. It brings notoriety to our city as well as participants who fill our area hotels and restaurants. We encourage participants to enjoy their stay in town and to view and enjoy the sites that make Carlsbad unique. Saturday activites will include the car show at the Beach Bandshell area, continuous music, door prizes, food and other vendors. An informational booth will also be availal e for those viitoing to learn more about our wonderful community.

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

We mail approximately 800 flyers and registration forms, utilizing the database accumalated from previous car show entries. Additional marketing programs include social media direct marketing to all of New Mexico and parts of west Texas. We will also post on our social media pages. We will work to target surrounding areas, and car shows via GEO fencing. Advertisements will be on regional radio, newspaper, and social media outlets. We will also have promotional t-shirts for each participant which will serve as a walking billboard for Carlsbad. We will partner with the local CARS club to advertise on their website and Facebook page for additional exposure. We have also enlisted the help and partnership with a local car show enthusiast who has tremendous experience hosting car shows, participating in car shows and has an extensive networking reach of other partners in the industry (both car show participants and car show vendors). With his help and expertise, we plan to grow the car show participants, vendors, and spectators.

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

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

The annual car show has become a Carlsbd tradition. It brings many non-local visitors from surrounding areas and also procides quality of life to our local community. it is a family friendly event which includes the display of many vehicles, music, food vendors, face painting, and shopping vendors. There is no entry to the car show.

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 New Mexico and West Texas. Flyers, mailings, newspapers, radio, socia media, posters, and t-shirts will make up the bulk of our advertising.

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

We plan to send surveys to all participants asking for feedback on the event and Carlsbad with regard to lodging, restaruants, shopping, etc. We also utilize PlacerAI and/or mapzot.AI for analytics of event attendees. This provides geat data for where individuals are coming from, 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.?

This is a two day event that begins with a registration, cook out and cruise that evening with participants have the opportunity to showcase their autos and take a scenic drive of Carlsbad. We plan to utilize the newly remodeled Cavern Theatre as a meeting location or end route with a movie there.

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)

Plans are already underway for future car shows with a save the date for future events.

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**	$	see attached budget
Out-of-Town	$	
	$	
	$	
Magazines (List):		
	$	
	$	
	$	
Postage or Mailings:		
Out of Town ONLY	$	
	$	
Cost of Posters Used:		
Local – **($500 Max Guideline)**	$	
Out-of-Town (List):	$	
	$	
	$	
	$	
Radio (List):		
Local – **($1,000 Max Guideline)**	$	
Out-of-Town (List):	$	
	$	
	$	
	$	
Television (List):		
Out of Town ONLY	$	
	$	
Other (List):	$	
	$	
TOTAL REQUEST	$	14,375

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

The 2025 car show analytics showed 5k people in attendance. There were just under 200 car show entrants with 1/3 of them non-local coming from Farmington, El Paso and Las Cruces, as well as Midland and Odessa areas.

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? ✓

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Christmas on the Pecos

Brief Project Narrative:

Christmas on the Pecos ranks among New Mexico's premier holiday celebrations. Visitors embark on a picturesque boat ride along the Pecos River, passing homes adorned with dazzling decorations. Before or after the cruise, guests can wander through a festive Christmas Village and enjoy a stroll in the beach park. Highlights also include a captivating light maze and whimsical Elf Town. On weekends, the event comes alive with vendor markets, a special Santa-themed experience, and the ever-popular Hot Air Balloon glow festivities.

Applicant: Carlsbad Chamber of Commerce

Address: 302 S Canal St

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Jill Barkley **Phone:** 575-887-6516

E-mail: jbarkley@carlsbadchamber.com **(optional)**

_____ **Title:** Asst Director

(Signature of Authorizing Official)

Date Application Submitted: 01/16/2026

Project Start Date: 11/27/2026 **Project Completion Date:** 12/31/2026

Proposed Total Budget for Applicant: $ _____

Proposed Sponsor/Partner Donations: $ _____

Proposed Amount of Eligible Expenses: $ 75,000
***Eligible Expenses must match total budget listed in Section D.**

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 –

Christmas on the Pecos ranks among New Mexico's premier holiday celebrations. Visitors embark on a picturesque boat ride along the Pecos River, passing homes adorned with dazzling decorations. Before or after the cruise, guests can wander through a festive Christmas Village and enjoy a stroll in the beach park. Highlights also include a captivating light maze and whimsical Elf Town. On weekends, the event comes alive with vendor markets, a special Santa-themed experience, and the ever-popular Hot Air Balloon glow festivities.

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

Christmas on the Pecos emphasizes a fully integrated approach that leverages both traditional and social media platforms to maximize regional visibility and drive attendance. Social media campaigns will be precisely geo-fenced across Dallas, El Paso, Lubbock, Midland/Odessa, and Albuquerque, ensuring targeted delivery to audiences most likely to travel for a holiday experience, while coordinated direct marketing in these same cities reinforces consistent messaging. Traditional media—including local print, radio, and movie will strengthen community engagement and broaden reach among non-digital audiences. A major outreach initiative includes hosting a booth at the Albuquerque International Balloon Fiesta, enabling direct interaction with approximately 10,000 visitors over nine days and providing compelling information about Christmas on the Pecos and related Carlsbad attractions. This combined strategy is designed to elevate awareness, convert interest into ticket sales, and position Christmas on the Pecos as a premier regional holiday tradition.

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

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

Carlsbad aims to strengthen its identity as a leading outdoor recreation and tourism destination by highlighting the region's natural beauty and welcoming atmosphere. Christmas on the Pecos plays a central role in this vision, serving as a signature event that draws visitors, supports local tourism, and fosters a warm, family friendly environment that encourages both community pride and repeat travel.

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

Lubbock, Dallas, Midland/Odessa, Albuquerque, Phoenix

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

The economic impact of Christmas on the Pecos continues to grow, supported by improved visitor tracking and analytics that help identify travel patterns and spending behavior. Last year, more than 12,000 boat tickets were sold, while an estimated 30,000 additional visitors attended Elf Town, the Light Maze, the Dome, and the Christmas Village at the PRV. Consistent with previous years, the event drew a predominantly nonlocal audience, with a 70/30 split showing that 70% of attendees traveled from outside the area. Emerging technology will soon allow for more precise measurement of hotel night generation, but current data already indicates strong local economic activity: 11% of visitors chose to stay in local hotels, 15% dined locally before the event, and another 13% dined afterward. Collectively, these indicators demonstrate that Christmas on the Pecos remains a significant tourism driver with measurable benefits for lodging, dining, and the broader visitor economy.

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.?

As presented, Christmas on the Pecos grows year after year, drawing thousands of visitors and delivering a meaningful boost to local businesses during the holiday season. The event's expanding reach strengthens Carlsbad's reputation as a place where families, travelers, and outdoor enthusiasts can enjoy memorable experiences. This growth is supported by the Chamber's commitment to promoting the hospitality sector through its official website, which highlights local dining options, showcases hotels, and connects visitors with the services that make their stay comfortable and enjoyable. Together, these efforts reinforce Carlsbad's position as a vibrant, welcoming destination with attractions that continue to elevate the community's visibility and economic vitality.

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)

A forwardlooking lodgers tax promotion strategy can focus on strengthening partnerships with Carlsbad's hospitality and dining sectors to enhance the overall visitor experience tied to Christmas on the Pecos. Building deeper relationships with local hotels will allow the event to offer exclusive COP rates, creating a sense of added value and making guests feel appreciated for choosing to attend. Expanding these partnerships to include local restaurants—encouraging COPspecific menu pricing or featured items—further reinforces the event's economic impact while giving visitors more reasons to explore and spend within the community. Together, these efforts position Christmas on the Pecos as not just an event, but a coordinated tourism driver that benefits lodging, dining, and the broader local economy.

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

	$ 20,000
	$ 5,000
	$ 15,000
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$ 40,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**	The Local	$ 1,000
Out-of-Town	Current Argus-New Owners	$ 1,000
		$
		$
Magazines (List):		
	Texas Monthly	$ 10,000
	Route	$ 3,000
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**	Balloon Fiesta	$ 1,000
Out-of-Town (List):		$
		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**	Carlsbad Radio	$ 5,000
Out-of-Town (List):		$
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):	PRBC (website, social media) all combined	$ 22,000
	Red Rocket	$ 32,000
	TOTAL REQUEST	$ 75,000

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

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 Municipal Services, at 887-1191 Ext 7963

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Carlsbad Community Concert Association 26/27 Season

Brief Project Narrative:

This request is to assist the CCCA with marketing our 2026/2027 Concert season. We offer season passes and individual tickets. Anyone is welcome to attend and our goal is to bring people to Carlsbad for fine and classical entertainment.

Applicant: Carlsbad Community Concert Association

Address: PO Box 1712

City, State, ZIP: Carlsbad, NM, 88220

Contact Person: Stephanie Ybaben **Phone:** (575)499-9032

E-mail: carlsbadcommunityconcert@gmail.com **(optional)**

Stephanie Ybaben **Title:** Acting Director

(Signature of Authorizing Official)

Date Application Submitted: 1/19/2026

Project Start Date: 7/1/2026 **Project Completion Date:** 6/30/2027

Proposed Total Budget for Applicant:	$ 108,000
Proposed Sponsor/Partner Donations:	$ 48,000
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 60,000

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

For more than 80 years the CCCA has been hosting world-class musical performances. We seek advertising funding to support our 26/27 concert season. It is our goal for this season to continue to reach out of town guests. To do this we aim to work with concert venues near and far. By coordinating with other concert venues we anticipate targeting people already accustom to music and fine arts.

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

The CCCA is marketing to Carlsbad and surrounding areas- Ruidoso, Alamogordo, Cloudcroft, El Paso Las Cruces, Artesia, Hobbs, Loving, Midland, Odessa, Silver City etc. via the standard methods of up to date webpage, social media management, radio ads, billboards, LED screens within the city and multiple banners throughout Carlsbad. Additionally bilingual marketing materials may be distributed to CIS, AV, CHS, & ECHS. Also, english/spanish fliers, posters, and radio ads.

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

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

The CCCA's mission is to bring world class musical performances to Carlsbad with an educational outreach coponent to our middle schoolers and high schoolers.

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

Visual advertising (DODs LED screen at Albertsons, billboards, yard signs) radio, social media (FB page/website/community partnerships) Traditional print media, The Carlsbad Local and Carlsbad Current Argus. Fliers and pring media to surrounding concert venues.

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

Event success is guaged by event attendance and annual ticket sales and community/corporate and individual sponsorships.

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.?

A thriving 26/27 concert season will draw event attendees from the surrounding areas with their annual memberships.

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)

Each concert season will reach out to current members and prior attendees to renew their annual membership. Reciprocity with neighboring associations and concert venues will bring people who the music arts appeal to.

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

Fundraising and donar sponsorships	$28,000
In Kind Media Tech	$20,000
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$48,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –

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

Newspaper (List):		
Local – **($1,000 Max Guideline)**	$1000 per concert in Carlsbad Local	$ 4000
Out-of-Town	$1000 per concert in surrounding community papers	$ 4000
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**	$500 per concert	$ 2000
Out-of-Town (List):	$500 per concert in neighboring communities	$ 2000
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**	$1000 max per concert	$ 4000
Out-of-Town (List):	$500 per concert in neighboring communities	$ 4000
		$
		$
		$
Television (List):		
Out of Town ONLY		$
	Social Media content to promote locally and out of town.	$
Other (List):		$ 10000
	Digital Media buys to run out of town	$ 30000
	TOTAL REQUEST	$60000

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

Membership continues to grow each season with 25/26 being our highest membership rate since rebuilding after covid.

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? ✓

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Jericho Walk and Bike Run

Brief Project Narrative:

The annual Jericho Walk & Bike Run is a free, family-friendly event open to the public, created to unite churches, families, and individuals as one body of Christ. Inspired by the biblical story of Jericho, this event brings the community together in prayer as we walk and ride through our city, lifting up Carlsbad and its people.

Applicant: Carlsbad Community of Hope Center

Address: 1314 South Canal St.

City, State, ZIP: Carlsbad, NM, 88220

Contact Person: Robert Jacquez **Phone:** 575-706-0376

E-mail: robjacquez@gmail.com **(optional)**

Title: Assistant Director

(Signature of Authorizing Official)

Date Application Submitted: 01/14/2026

Project Start Date: 07/01/2026 **Project Completion Date:** 06/30/2027

Proposed Total Budget for Applicant:	$ 18,500
Proposed Sponsor/Partner Donations:	$ 6,000
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 18,500

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

The Jericho Walk & Bike Run is an annual, community-wide event designed to bring people together inunity, prayer, and fellowship. Inspired by the biblical account of the walls of Jericho, this event encourgaes participants to physically walk and ride through the city of Carlsbad while collectively praying for its residents, leaders, churches, and future.

This event is free and open to everyone, removing financial barriers and ensurinf full community participation. Families and indiiduals are welcomed to enjoy complimentary food, games, and contests, creating a joyful and inclusive atmosphere. Christian artistss, pastors, and performers from across the United States are invited to lead worship and share messages of hope, faith, and encouragement throughout the event.

In addition to its spiratual impact, the Jericho Walk & Bike Run supports the local economy by hosting visiting guests in local hotels, encouraging dining at local resturants, and promoting Carlsbad's attractions, including Carlsbad Caverns, recreational facilities, and local buisnesses.

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

The Jericho Walk & Bike Run is promoted through a comprehensive, multi-channel marketing strategy designed to attract both local residents and out-of town visitors, Advertising includes print placement in the Current-Argus (Carlsbad's local newspaper) as well as out-of-town publications through Cannett Publishing, extending outreach to surrounding communities.

Additional promotion is conducted through posters and flyers displayed at local businesses in Carlsbad and distributed throughout nearby places including Artesia, Roswell, El Paso, and Lubbock. Radio advertising airs locally in Carlsbad and regionally through Christian radio network K-Love to reach a broader audience of faith-based travelers.

Digital marketing efforts include paid and organic social media advertising targeting Carlsbad and surrounding areas, as well as billboard advertising located in Carlsbad, El Paso, Lubbock, Artesia, Hobbs, Alberquerque, and Roswell to maximize visibility and drive attendance.

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

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

The Jericho Walk & Bike Run beging at 8:00 a.m. at the top of Sea Hill, also known as the Outlook, where participants gather for a brief word and prayer, seeking God's guidance and blessing over the City of Carlsbad, Participants then walk together down the hill to the Carlsbad Bandshell, where the main event takes place and features a scheduled lineup of Christian speakers, pastors, and worship performers. The event continues with free food, family-friendly games, face painting, and activities designed to encourage fellowship, unity, and spiritual renewal within the community.

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

The target markets for the Jericho Walk & Bike Run include local residents of Carlsbad, regional visitors from Artesia, Hobbs, and Roswell, and out-of-town visitors from El Paso and Lubbock, as well as faith-based travelers and famillies. Promotion methods include print advertising in local and regional buisnesses. Media placements are designed to reach both local and surrounding makets to encourage travel and attendance to the Jericho Walk & Bike Run.

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

Economic impact and overall participation will be tracked through indirect attendance measure, including the number of food plates distributed, participation counts for games and contests, and the number of individuals receiving face painting. These activity-based counts will be used to estimate total attendance and engagement at the Jericho Walk & Bike Run, providing a reasonable measure of event scale and commuity participation when combined with records of out-of-town peerformers and lodging usage.

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.?

In addiion to the spiritual impact, the Jericho Walk & Bike Run supports the local economy by hosting visiting guests in local hotels, encouraging dining at local resturants such as Lucy's Mexicalli, and promoting Carlsbad's attrractions, including Carlsbad Caverns, recreational facilities, and local buisinesses.

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)

Plans are already formulating for next years Jericho Walk & Bike Run.

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

Ultra Clean	$ 2,000
Equipment Share	$ 1,500
Calvary Welding LLC	$ 1,500
Lowes	$ 1,000
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$ 6,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – ($1,000 Max Guideline)	Current Argus	$500
Out-of-Town	Cannett Publishing	$500
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – ($500 Max Guideline)	Nichols Printing	$ 500
Out-of-Town (List):	Print by Design	$ 1,000
		$
		$
		$
Radio (List):		
Local – ($1,000 Max Guideline)	Carlsbad Radio	$ 2,500
Out-of-Town (List):	K-Love	$ 2,500
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):	Social Media	$ 2,000
	Lindmark Outdoor Media	$9,000
	TOTAL REQUEST	$ 18,500

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

Many attendees learn about the Jericho Walk & Bike Run through social media promotion and posters displayed throughout the community, while out-of-town guests often become aware of the event through regional billboard advertising and hearing our ad run over the radio.

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

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

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Carlsbad Community Theatre Tourism Campaign

Brief Project Narrative:

The Carlsbad Community Theatre (CCT) strives to develop entrtaining and enriching theatrical productions that attracts visitors seeking authentic cultral experiences in Carlsbad, New Mexico.

Applicant: Carlsbad Community Theatre

Address: 4713 National Parks Hwy

City, State, ZIP: Carlsbad, NM, 88220

Contact Person: Matt Fletcher **Phone:** 575-706-6160

E-mail: mfletch1967@gmail.com **(optional)**

_____ **Title:** Board Treasurer

(Signature of Authorizing Official)

Date Application Submitted: 01/20/2026

Project Start Date: 07/01/2026 **Project Completion Date:** 06/30/2027

Proposed Total Budget for Applicant: $ 80,000

Proposed Sponsor/Partner Donations: $ 40,000

Proposed Amount of Eligible Expenses: $ 40,000
***Eligible Expenses must match total budget listed in Section D.**

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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 –

CCT is the only non-profit in Carlsbad devoted to live stage theatrical performances. Our volunteer run organization, devotes its time to produce entertaining and thought provoking theatrical productions. We develop a thriving theatre community that inspires creativity, enriches our community education, and attracts tourists and other visitors to stay overnight. A season has 5 full length productions per season which consists of 1 musical and 4 stage plays. From time to time we also offer free workshops for the community. This grant will enable us to expand our audience and attract tourists for our productions. Funds from this grant will be used to advertise to outside communities.

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

Our marketing strategy consists of placing advertisements in state-wide publications, including New Mexico magazine, Focus magazine, regional radio stations, and targeted social media. We will also promote via radio, newspaper, fliers, and banners.

These funds will also build on past lodgers tax funds to continue to grow our website management for pre-sale tickets to target out-of-town guests. Our website has greatly increased our tickets sales to other communities.

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

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

Our first objective is to produce line entertainment opportunities to contribute to the creative economy in our community. Our second objective is to promote Carlsbad as a year-round tourism destination and encourage tourist to stay in town longer. And our final objective is to promote overnight stays and to recruit and retain new residents by providing live entertainment.

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

Our target market includes all of New Mexico and west Texas and tourist in the surrounding attractions. Specifically, we target Midland/Odessa, El Paso, Albuquerque, Santa Fe, Roswell, Hobbs, San Antonio, Dallas, and Phoenix.

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

Social media shows us location of posts as well as allowing us to target our specific markets. Our website track website visitors and any tickets purchased using square allows us to see where the guests are coming from to see the plays. We also track event attendance by counting ticket sales and audience size. We average 400 guest per play per run, averaging 2,000 people per season.

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.?

Our past advertising has built our audience base for outside community members. Bringing people from other communites helps support other businesses such as restaurants to enjoy before or after a performance and hotels to stay the night after our late night performances. This will stimulate interest in Carlsbad but also aims to offer an experience that is vibrant and rich in arts and culture through performances.

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)

Past funds have helped grow our audience base. These funds will continue this growth and will promote our new season bringing in more audience members, which will help build the creative economy in Carlsbad.

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

Endowment	$ 15,000
Fundraising	$ 15,000
Grants	$ 10,000
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$ 40,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – ($1,000 Max Guideline)	Carlsbad local/Current Argus	$ 500.00
Out-of-Town	El Paso Times/ Others	$ 500.00
		$
		$
Magazines (List):		
	Focus/ New Mexico Magazine	$ 5,000.00
		$
		$
Postage or Mailings:		
Out of Town ONLY	Bulk Mailing	$ 1,000.00
		$
Cost of Posters Used:		
Local – ($500 Max Guideline)	Posters, Signage, Banners, Fliers	$ 1,600.00
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – ($1,000 Max Guideline)	Local	$ 1,000.00
Out-of-Town (List):	Texas/ Northern NM	$ 4,000.00
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):	Billboard Ads/Promotional Video-	$ 8,400.00
	Social Media Boosts, Creation, and Management-	$ 18,000.00
	TOTAL REQUEST	$ 40,000.00

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

Last funds used to build our website have increased our ticket sales. We sold out several productions from our last season. We sold many tickets to residents of Roswell signing them up for our mailing list and even sold some tickets for residents as far as Georgia.

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?	✔

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

Rev/4.5.2024

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Lions Club District Convention

Brief Project Narrative:

The Carlsbad Downtown Lions Club is serving as host of this year's district convention, which will bring regional and state attendees to Carlsbad for a multi-day event. Our district D40 now consists of the entire state of New Mexico. The convention will take place May 1st-3rd, 2026.

Applicant: Carlsbad Downtown Lions Club

Address: P.O Box 642

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Frankie Davis **Phone:** 575-706-4923

E-mail: lionfrankied@gmail.com **(optional)**

F E Davis **Title:** District Governor

(Signature of Authorizing Official)

Date Application Submitted: 01/20/2026

Project Start Date: 04/01/26 **Project Completion Date:** 05/03/26

Proposed Total Budget for Applicant:	$ 15,000
Proposed Sponsor/Partner Donations:	$ 10,000
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 5,000

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

The Carlsbad Downtown Lions Club is the host of this year's state convention. The Lions Club District 40 Convention will bring regional and state Lions Club members to Carlsbad for a multi-day conference focused on service leadership, professional development, and community engagement. The event is expected to attract approximately 100 attendees, with a majority traveling from outside the local area and staying in area hotels, generating overnight stays and direct economic impact for local lodging properties, restaurants, retail businesses, and visitor attractions.
The convention will include educational workshops, keynote speakers, business meetings, and community service activities, positioning Carlsbad as a welcoming destination for future conferences and group travel. The Stevens Inn will serve as our host hotel for the convention. In addition, as part of the convention, we plan to host a miniature golf tournament at the Lake Carlsbad Golf Course and a street dance downtown in partnership with local business, Milton's Brewing.
Lodgers Tax funding will support promotional material costs, marketing efforts, and visitor-related services that enhance attendee experience and encourage extended stays and return visits.

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

The Lions Club District 40 Convention will be promoted through a multi-channel outreach strategy targeting state Lions Club members and affiliated organizations. All the clubs throughout the state will get the information, including our state partners such as KidSight and the New Mexico Lions Diabetes Program. Marketing efforts will include email campaigns, organizational newsletters, social media promotion, website listings, and direct outreach through Lions Club district networks. Lodging information and destination highlights will be prominently featured in all materials to encourage overnight stays. These efforts are designed to maximize attendance from outside the local area and increase hotel room bookings while positioning Carlsbad as a future convention destination.

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 the Lions Club Convention is to bring together Lions Club members from across the region to strengthen leadership skills, share best practices, conduct organizational business, and advance community service initiatives while generating overnight visitation and economic impact for the host community through hotel stays, dining, and local spending.

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

Lions Club members through out the state of New Mexico. We will utilize a variety of promotions including website listing, newsletter, email marketing social media and print materials.

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

Event participants will be surveyed through a brief post-event online questionnaire and/or on-site QR code survey to collect data on hotel stays, length of stay, lodging location, dining and retail spending, and overall visitor experience. Registration data will also be reviewed to identify out-of-area attendees. This information will be used to estimate hotel room nights generated and associated gross receipts, ensuring accurate reporting of the event's economic impact and compliance with Lodgers Tax requirements.

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.?

The Lions Club Convention promotes the City of Carlsbad as a destination through state marketing campaigns, organizational communications, and event materials that highlight local restaurants, attractions, and visitor amenities. The convention agenda also incorporates free time and optional activities designed to drive visitation to local restaurants, shops, and attractions, resulting in increased overnight stays and broader economic benefit to Carlsbad's tourism economy.

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 and or sponsors in this effort and have received any other type of funding from private, corporate and/or state grants? Successful projects and events often have multiple funding sources. If yes, please list name & amount below.

Conference Registrations (est.)	$	100 @ $100 per person
	$	
	$	
	$	
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$	$10,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):			
Local – **($1,000 Max Guideline)**		$	$750
Out-of-Town		$	
		$	
		$	
Magazines (List):			
		$	
		$	
		$	
Postage or Mailings:			
Out of Town ONLY		$	$100
		$	
Cost of Posters Used:			
Local – **($500 Max Guideline)**		$	$150
Out-of-Town (List):		$	
		$	
		$	
		$	
Radio (List):			
Local – **($1,000 Max Guideline)**		$	
Out-of-Town (List):		$	
		$	
		$	
		$	
Television (List):			
Out of Town ONLY		$	
		$	
Other (List):	Social Media/ Website	$	$2,000
	Brochures, Pamphlets, Giveaways	$	$2,000
	TOTAL REQUEST	$	$5,000

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?	X
2. Summary of Marketing Plan?	X
3. Project Description?	X
4. Copy of Budget Included*?	X
5. Survey Results?	
6. Signed Copy of Application?	X

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Carlsbad Live, LLC / Walter Gerrells PAC

Brief Project Narrative:

Carlsbad Live, LLC is bringing major entertainment to Carlsbad, NM in 2026/2027: From monthly Norteno Shows, to comedy shows, Hawgfest, and live concerts throughout the year. Currently we have 15 reserved dates for Carlsbad Live, LLC produced attractions.

Applicant: Carlsbad Live, LLC

Address: 2110 Tower Dr

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Curtis McKinney **Phone:** 575-302-6722

E-mail: carlsbadlive@gmail.com **(optional)**

Curtis McKinney Digitally signed by Curtis McKinney Date: 2026.01.20 15:24:27 -07'00' **Title:** owner

(Signature of Authorizing Official)

Date Application Submitted: 1-20-2026

Project Start Date: July 1st, 2026 **Project Completion Date:** June 30th, 2027

Proposed Total Budget for Applicant: $ 60,500.00

Proposed Sponsor/Partner Donations: $ Self Funded

Proposed Amount of Eligible Expenses: $ 60,500.00
***Eligible Expenses must match total budget listed in Section D.**

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 –

Carlsbad Live, LLC: 2025-2026 Events:

Carlsbad Live, LLC is hosting major events in Carlsbad, NM to boost tourism and community engagement:

Hawgfest with Carnival (April, 2026): A large summer carnival featuring amusement rides, thrill rides, family-friendly attractions, diverse food vendors, and interactive games.

Norteno Concert Series (Monthly) - This series features top Norteno bands monthly for live entertainment and dances to support our New Mexico culture.

Misc shows at the Walter Gerrells Performing Arts Center such as: Comedy Shows, Tribute Shows, Country Concerts and Children's Shows. We are currently booked until July with events happening consistently with turnout from across the region.

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

Objective: Attract regional and national visitors to Carlsbad, NM through targeted marketing.

Marketing Strategy - Social Media Paid ads on Facebook, Instagram, TikTok, and YouTube. Artist announcements, behind-the-scenes content, and giveaways. influencer collaborations to boost reach.

Radio Advertising - Ads on major stations in SE New Mexico and West Texas. Live interviews and promotional giveaways.

Print Media - Ads and features in regional and national travel and entertainment magazines. Event listings in directories. We will also utilize national paid press releases to reach major news outlets across the United States.

Expected Outcomes: Increased attendance and tourism. Stronger entertainment brand recognition for Carlsbad New Mexico.

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

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

Carlsbad Live, LLC is dedicated to enhancing the quality of life for residents by providing affordable or free entertainment through high-quality events at the Walter Gerrells Performing Arts Center. These events aim to create a strong sense of community while attracting visitors to support local businesses. Additionally, Carlsbad Live, LLC supports local organizations with donations to help address local needs and support vital community programs.

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

Target Advertising Markets
New Mexico: Local and statewide promotions to engage residents via radio and social media.
Texas: Targeting key cities such as El Paso, Lubbock, Amarillo, and Dallas via social media.
Regional: Focused outreach in Arizona, Colorado, and surrounding states.
National: Magazine campaigns and paid press releases to attract broader audiences and promote Carlsbad as a destination.

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

Past events produced by Carlsbad Live, LLC include Hawgfest, which had an attendance of 35,000 people in 2022 and 2023 each. We estimated through crowd questioning that we achieved close to a 35% attendance from non-residents or approximately 12,000 people each year from out of town. Hawgfest returns to the WGPAC in 2026 and will continue moving forward. We have also seen from ticket purchases that our Norteno concerts are currently drawing approximately 35% attendance from out of town. We know buy ticket purchases and questioning attendees.

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.?

Carlsbad Live has a track record of promoting the City of Carlsbad as a destination for every event we do. Our advertising always focuses on the City and we incorporate charitable organizations to partner with. The concerts planned will not only draw people to Carlsbad (which we will use the funds to promote) for the event, they will also be filmed and distributed nationally, showing the lifestyle and beauty of Carlsbad. The end of the videos will carry the credits stating it was filmed in Carlsbad, NM and that it was paid for in part by the City of Carlsbad Lodgers Tax,

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)

Carlsbad Live, LLC has secured a city contract to manage the WGPAC. It is our obligation to prodice shows for the community. We have partnerships with the carnival, the Norteno shows, Hawgfest and others that will allow us to continue to present these events for years to come. We also have relationships with music labels and management companies that gives us an edge in acquiring artist talent. My personal resume with events I have produced in Carlsbad shows that I have every intention of continuing to present quality entertainment for our community and am contracted to do so at the WGPAC.

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$ 0

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**	Carlsbad Local	$ 1000.00
Out-of-Town		$
		$
		$
Magazines (List):		
	New Mexico Magazine	$ 4500
	Born to Ride Magazine	$ 6500
	Industry Week	$ 4000
Postage or Mailings:		
Out of Town ONLY	TBD	$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**	TBD	$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**	KWMW	$ 4500
Out-of-Town (List):	KTUM	$ 4500
	KZOR	$ 4500
	KBIM	$ 4500
		$
Television (List):		
Out of Town ONLY	KOAT	$ 2000
	KBIM	$ 2000
Other (List):	National Press Releases Print/Web/Social	$ 7500
	Social Media	$ 15000
	TOTAL REQUEST	$ 60,500.00

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

Carlsbad Live, LLC owner Curtis McKinney has been a constant in the entertainment industry for two decades, presenting successful shows across the United States.

His history includes managing the Walter Gerrells Performing Arts Center, which hosted weekly events and monthly concert performances for the community.

Hawgfest in 2022 and 2023 drew over 35,000 attendees, with approximately 35% being out-of-town guests. Carlsbad Live strives to make concert events and festivals such as Hawgfest free to the public, meaning ticketing data is unavailable.

However, informal attendee surveys indicate that roughly 3 out of 9 guests travel from outside the area, reinforcing the events' regional tourism impact.

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?	✔

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD LODGERS TAX ADVISORY BOARD
INFORMATION AND PROCEDURES
FOR LODGERS TAX FUNDING ASSISTANCE
FOR SPECIAL EVENTS
OR
OTHER NON CONTRACTED
PROMOTIONAL USES

1. All proceeds must be expended in accordance with the Lodgers Tax Act. Subject to the limitations contained in **Section 3-38-15 NMSA 1978**, a municipality or county imposing an occupancy tax may use the proceeds from the tax to defray costs of:

   Section 3-38-21 – Eligible Uses of tax proceeds *A. (4). advertising, publicizing, and promoting tourist-related attractions, facilities and events of the municipality or country and tourist facilities of attractions within the area.*

2. Definitions as used in the Lodgers Tax Act (Section 3-38-14):

   "gross taxable rent" means the total amount of rent paid for lodging, not including the state gross receipts tax or local sales taxes;

   "tourist" means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax;

   "tourist-related events" means events that are planned for, promoted to and attended by tourists;

   "tourist-related facilities and attractions" means facilities and attractions that are intended to be used by or visited by tourist;

3. The awarded amounts are dependent upon the funding available, the number of applicants, and a review of each applicant's tourism impact.

   Available funds - The City of Carlsbad collects an Occupancy Tax of 5% on "gross taxable rent" from each hotel, motel, motor court, trailer court or other premises used for lodging of tourists. The amount of available funds will depend on the number of tourist who have/will require lodging accommodations within the City of Carlsbad. The amount of funds is budgeted with the fiscal year budget process and citizen advice is provided by the Lodgers Tax Advisory Board (LTAB). The City's fiscal year begins in July and ends in the following June.

   The City of Carlsbad currently has contracted agreements, using Lodgers Tax funds, with; the Carlsbad Chamber of Commerce for management of the Pecos River Village Conference.

   Number of applicants – The City of Carlsbad receives several applicants annually requesting Lodgers Tax funds for special event advertising as well as other proposed uses.

Applicant's tourism impact – Section E (Provide available survey information from past events) is very helpful in determining the tourism impact. For a first time applicant, provide as much information on how your event is expected to bring tourism to Carlsbad (Hotel/motel nights generated from the event, etc.).

4. The applicant may be required to fund a percentage of the total eligible costs requested in the grant.

5. After the granted funds have been expended, each applicant must provide documentation (tear sheets, invoices, copies of cancelled checks, etc.) supporting the expenditures of funds for eligible purposes. Reimbursement of expenses will not be approved and awarded without proper documentation. This may result in rendering an applicant ineligible for funding the following year.

6. The applicant must agree to use the phrase "sponsored in part by the City of Carlsbad Lodgers Tax Fund" (either verbally or in print depending on the type of advertising media) on all advertising.

7. Applicants for Lodgers Tax Funds must submit applications by noon, ten (10) working days prior to any scheduled LTAB meeting. The LTAB meets monthly. Time, date, and place for these meetings may be subject to change, and will be posted on the City Website. There will be an annual budgetary meeting, scheduled for early in the calendar year. The purpose of this meeting is to prepare for the upcoming fiscal year budget cycle. Although new requests will be considered, the primary purpose of this meeting is to provide the Budget Committee with reoccurring requests.

8. City Staff assigned to the LTAB shall review all applications and may provide input for consideration by the LTAB to be used for their decision-making process.

9. Applicants are required to attend the next scheduled meeting of the LTAB and make a five to ten-minute (maximum) presentation at which time their application is reviewed. Board members may ask questions and discuss the application and all aspects of the event. The LTAB meetings are conducted in compliance with the New Mexico Open Meetings Act.

    a) Please be prepared to answer the following questions:
    b) Will the event or use of funds bring people from out of town?
    c) Will the out-of-town people stay at motels, hotels, motor or trailer courts or other lodging facilities?
    d) Will people be eating at Carlsbad restaurants?
    e) Will people frequent other stores, sites or attractions in Carlsbad?

10. If the applicant's request is approved by the LTAB, the recommendation for funding is submitted to the Budget Committee for their approval. Once the Budget Committee approves the request it goes to City Council for approval. Once the request is approved by City Council the budget adjustment is submitted to the State Department of Finance for their approval. This entire process can take two months to complete. All applicants are encouraged to keep this time frame in mind when making their requests. The LTAB meeting in March each year is typically when requests are made for the following fiscal year. Applicants who annually request funding are encouraged to plan ahead and submit requests at this meeting.

11. All reimbursement requests must be submitted to Accounts Payable for processing. Please ensure all appropriate documents are submitted with the reimbursement request packet. Allow 14 days for reimbursement checks to be issued.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: CMS/POP ACD Tourism Campaign

Brief Project Narrative:

Carlsbad MainStreet hosts annual events such as CavernFest, the Downtown Farmers & Makers Market, and the Electric Light Parade, drawing thousands of visitors to downtown Carlsbad. These events are promoted through multiple advertising channels and support the City's broader tourism marketing efforts while benefiting local businesses.

Applicant: Carlsbad MainStreet

Address: 102 S. Canyon Street

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Denise Green **Phone:** 575-628-3768

E-mail: carlsbadmainstreet@gmail.com **(optional)**

Denise M. Green Digitally signed by Denise M. Green Date: 2026.01.20 16:50:30 -07'00' **Title:** Executive Director

(Signature of Authorizing Official)

Date Application Submitted: 2/20/2026

Project Start Date: Upon funding **Project Completion Date:** 06/01/2027

Proposed Total Budget for Applicant: $ 170,000

Proposed Sponsor/Partner Donations: $ Varies

Proposed Amount of Eligible Expenses: $ 170,000
***Eligible Expenses must match total budget listed in Section D.**

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 –

For over 20 years, Carlsbad MainStreet has been dedicated to enhancing the Downtown Carlsbad District. Looking ahead, our goal is to expand promotional efforts that attract out-of-town visitors by continuing our tourism campaigns and event advertising. Over the past year, our marketing efforts have grown significantly with the reintroduction of the Pearl of the Pecos Arts & Cultural District under the MainStreet nonprofit, strengthening collaboration in advertising, events, and tourism initiatives. Carlsbad received state authorization as an Arts & Cultural District in 2024, and we look forward to promoting this designation in upcoming campaigns.The district features four restaurants, a historic hotel, Halagueno Arts Park, more than 30 retail shops and spas, the Carlsbad Museum, Library, and two art galleries. Carlsbad MainStreet and the Pearl of the Pecos Committee jointly promote district businesses, facilities, and events, including monthly Third Thursdays with the Downtown Farmers' & Makers' Market, which continues to grow each year. Additional key events include CavernFest, POPup Art Events, Historic Heritage Walks, Food Truck Fridays, the 4th of July and Electric Light Parades, the Fall Festival, and an expanded early market season to better serve.These coordinated efforts are designed to increase visitation, extend visitor stays, and position downtown Carlsbad as a vibrant destination for arts, culture, and community events.

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

Carlsbad MainStreet's marketing campaign is designed to attract both local residents and out-of-town visitors, with a particular focus on promoting activities and events in the Downtown District during the summer, fall, and winter seasons. The purpose of our request is to support our 2026/2027 Downtown Tourism Campaign, which will highlight the area's events, activities, and seasonal festivities. We plan to renew our advertising partnerships with NM Magazine and Focus Magazine, while also expanding our reach through new outlets such as Neighbors Magazine, Texas Monthly, and state park guides. Additionally, our marketing efforts will include the use of our digital Kiosk, quarterly newsletter, and websites (CavernFest, Carlsbad MainStreet, and Pearl of the Pecos) to not only promote the Downtown District but also showcase all that the southeast area of New Mexico surrounding Carlsbad has to offer in terms of recreation and attractions. As part of our Lodgers Tax grant, we will continue to leverage the Google Ad Grant our organization received in 2023 to enhance our digital presence through Google Ads, YouTube, search ads, and other online platforms. To further expand our reach, we plan to increase our visibility with continued billboard advertising and bolster our digital media presence in the coming year.

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

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

Providing significant events that last one or two days to increase visitation to Carlsbad Mainstreet's Arts and Cultural District by hosting activities all year round including CavernFest (June), Downtown Farmers' & Makers' Market (2026 Season) ,Carlsbad Heritage Walks, Fall Festival (October 31st), Electric Light Parade & Small Business Saturday (November 28th).When possible, Carlsbad MainStreet seeks to partner and collaborate with the City of Carlsbad, Eddy County, and various local non-profit agencies.

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

Carlsbad MainStreet's market includes all of New Mexico, West Texas, and visitors to the Carlsbad Caverns, Brantley Lake State Park, Pecos River, Carlsbad Beach and Recreation Area, Living Desert Zoo and Gardens, Carlsbad Caverns National Park, Sitting Bull Falls, Halagueno Arts Park, Carlsbad Waterpark, Cavern Theatre, White's City, the Guadalupe National Park, and the Guadalupe Ridge Trail.

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

Carlsbad MainStreet tracks website visits by using Google Analytics. We also use web analytics to monitor social media shares and likes on Facebook and receive quarterly updates on how our reach and boosted posts perform. Our digital kiosk sends us weekly updates on its usage. MainStreet conducts attendee counts at each MainStreet events and collects location information on all event ticket sales, this information is also reported to New Mexico MainStreet on a quarterly basis.

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.?

Visitors are drawn to Carlsbad for attractions such as Carlsbad Caverns National Park, Brantley Lake State Park, the Pecos River, the Living Desert, Halagueno Arts Park, Guadalupe Mountains National Park, and the Carlsbad Waterpark. Carlsbad MainStreet targets these tourists, as well as New Mexico and West Texas residents, by promoting downtown events and amenities through advertising in Focus Magazine, New Mexico Magazine, Neighbors Magazine, and Texas Monthly.

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)

In the past, Carlsbad MainStreet has conducted online surveys to capture information related to how our attendees and participants are hearing about our district's activites and efforts. We regularly review our social media reach data for areas of improvement.
We pride ourselves on being hands-on in the community and will continue to be open to new areas Carlsbad MainStreet may potentially be missing an opportunity.

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town		$
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):		$
		$
	TOTAL REQUEST	$ 170,000.00

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

Carlsbad MainStreet continues to have an established newsletter database for Carlsbad MainStreet & Pearl of the Pecos (each with over 220 subscribers!). Our Board of Directors recently voted to re-establish the Pearl of the Pecos Committee and we look forward to highlighting their efforts this year as well as CavernFest 2026. Social media pages continue to compliment our Downtown Farmers' and Makers' Market online presence and we have seen tremendous growth with participation and engagement with our vendors and community members.

Notably, due to the updates/construction expected to be taking place in 2026 at the Eddy County Courthouse, the lawn will be off-limits for our use.
Therefore, Carlsbad MainStreet will be relocating CavernFest 2026 to the Carlsbad Beach area. Our Farmers' and Makers' Markets will potentially be held at the Halagueno Arts Park and we will hold Third Thursday and Food Truck Friday events on Mermod Street.

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?	✓

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Cavern City Christmas Classic 2026

Brief Project Narrative:

Youth soccer event being held at the Bob Forrest Youth Sports Complex on December 5th & 6th, 2026. Event will include 60+ teams from all over SENM, Northern NM, West Texas, and Colorado. We expect 30-40% of teams will be lodging at local hotels for the event.

Applicant: Carlsbad Soccer League

Address: PO Box 551

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Matthew Ybarra **Phone:** 575.302.3294

E-mail: mattry09@gmail.com **(optional)**

Matt Ybarra **Title:** Tournament Director

(Signature of Authorizing Official)

Date Application Submitted: 1/20/2026

Project Start Date: July 15, 2026 **Project Completion Date:** December 31, 2026

Proposed Total Budget for Applicant:	$ 20,000
Proposed Sponsor/Partner Donations:	$ 10,000
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 20,000

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

Youth soccer event being held at the Bob Forrest Youth Sports Complex on December 5th & 6th, 2026. Event will include 60+ teams from all over SENM, Northern NM, West Texas, and Colorado. We expect 30-40% of teams will be lodging at local hotels for the event.

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

Event will be posted on several social media platforms, the New Mexico Youth Soccer Association website, Carlsbad Soccer League website, radio, and newspaper.

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

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

-Promote the sport of soccer: Increase participation and interest in soccer among youth players.
-Foster player development: Provide a competitive environment to help players improve their skills and knowledge of the game.
-Build community: Create a positive and inclusive environment that brings together players, coaches, and families from different communities.

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

Method: Direct Marketing, Social Media Marketing, and Email Marketing
Promotion: Create visually appealing fliers and posters highlighting the tournament's benefits, such as skill development, team building, and fun.
Direct Marketing: Distribute fliers and posters to local soccer clubs, schools, and events.

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

We have several partner hotels for the event who will help keep record of how many rooms were utilized for the event.

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.?

Partner hotels are included in all communication to teams, as well as attractions such as Christmas on the Pecos, and the Carlsbad Caverns.

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)

Funds will be used to grow the event which will in turn result in more out of town teams and more lodging for the City of Carlsbad.

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

	$ 10,000
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$ 10,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**		$ 500
Out-of-Town		$ 500
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$ 500
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**		$ 1,000
Out-of-Town (List):		$
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):	Awards and handouts	$ 17,500
		$
	TOTAL REQUEST	$ 20,000

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

Teams from 2025

Albuquerque, NM - 6
Artesia, NM - 3
Carlsbad, NM - 11
Clovis, NM - 1
Denver City, TX - 1
El Paso, TX - 1
Grants, NM - 1
Hobbs, NM - 6
Las Cruces, NM - 1
Lubbock, TX - 1
Roswell, NM - 1

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

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

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: 5th Annual Cavern City Renaissance Festival

Brief Project Narrative:

The Cavern City Renaissance Festival is an annual two-day event held at the Carlsbad Beach Park, celebrating history, fantasy, and community through immersive entertainment, artisan vendors, and themed experiences.
There were over 6000 attendees at the 2025 festival, with over 50% coming from out of town.

Applicant: Cavern City Events LLC

Address: 303 W Riverside Dr

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Shay Gregory **Phone:** 575-725-7356

E-mail: shay.gerge@gmail.com / info@caverncityrenfest.com **(optional)**

[signature] **Title:** Event Organizer

(Signature of Authorizing Official)

Date Application Submitted: 1/16/2025

Project Start Date: 10/25/2026 **Project Completion Date:** 10/26/2026

Proposed Total Budget for Applicant:	$ 60000
Proposed Sponsor/Partner Donations:	$ -
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 60000

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

The Cavern City Renaissance Festival is an annual two-day event held at the Carlsbad Beach Park, celebrating history, fantasy, and community through immersive entertainment, artisan vendors, and themed experiences. Drawing thousands of attendees from across New Mexico and neighboring states, the festival showcases live music, magic acts, armored combat, and engaging performances across multiple stages. Designed to boost tourism and support local businesses, the event highlights Carlsbad as a vibrant cultural destination while stimulating overnight lodging and economic activity.

The Cavern City Renaissance Festival has grown into one of the largest destination festivals in the region, and was recently featured as a runner up in USA Today's top 10 Renaissance Festivals list.

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

To attract visitors from across New Mexico and West Texas, our marketing strategy focuses on a wide-reaching, diversified approach. We utilize a mix of radio, social media, print, outdoor signage, and digital display advertising to engage audiences in both rural and metropolital areas. Each platform is strategically chosen and tailored to resonate with the unique demographics of these regions. Our entertainment and vendor lineup also reflects this broad appeal, helping to position the festival as a destination event for attendees traveling from throughout the state and beyond.

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

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

The primary objectives of the festival are to enhance tourism in Carlsbad, promote local arts and culture, and provide a high-quality, family-friendly experience that draws both residents and out of town visitors. We aim to expand economic activity for local artisans, entertainers, restaurants, and lodging businesses by attracting a diverse and growing audience each year.

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

Our target markets include families, young adults, and cultural event enthusiests across New Mexico and West TExas, including cities such as Roswell, Hobbs, Las Cruces, Albuquerque, El Paso, Midland-Odesa, Lubbock, and all of the small markets between. Our social media advertisements reach an even larger crowd of Renaissance Festival enthusiests who are likely to travel specifically for these events.

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

We collect data through our ticketing platform as well as Meta, Google, Microsoft, and Website profiles. We are able to see detailed statistics and demographics of our website traffic and online ticket statistics.

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.?

The festival is branded and marketed as a premier Carlsbad-based event, helping to position the city as a cultural and entertainment destination within the region. We have grown this festival into the largest ticketed event in Southeast New Mexico. We partner with local hotels and campgrounds to recommend lodging options, and we highlight restaurants, shops, and other attractions through vendor guides, maps, and social media posts.

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)

With continued Lodgers Tax support, we plan to further expand our reach through more regional partnerships and targeted advertising. Our long-term goal is still to evolve the Cavern City Renaissance Festival into one of the state's signature tourism events, drawing increased overnight visitors year after year. We have sustained a 20-25% annual growth in annual festival attendance each year with the help of this fund.

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

We are entirely self-funded.	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –

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

Newspaper (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town		$
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**	KBIM Radio	$ 4000
Out-of-Town (List):	MTD Radio	$ 5000
	Carlsbad Radio	$ 1000
		$
		$
Television (List):		
Out of Town ONLY	Screen Vision Movie Theater Ads	$ 15000
	Billboard Ads	$ 20000
Other (List):	Social Media Ads	$ 15000
		$
	TOTAL REQUEST	$ 60000

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

Our 2025 festival attendance is estimated at 6800. According to data from our Meta business profile and from our ticketing platform, we can conservatively say over 50% of attendees are from out of town.

We accepted 100 vendor applications in 2025, 46 of them being local businesses or artisans. While we do not have official sales or tax data from these businesses, we receive unanimously positive feedback from the City and these businesses regarding their sales at the festival.

We have recently been able to secure hotel partnerships for the 2025 festival. These hotels saw a huge influx of customers and are partnering with us again for 2026.

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? _____

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Creative Carlsbad FY 2026 Annual Marketing Plan

Brief Project Narrative:

Creative Carlsbad will continue its 2025 initiatives by strengthening our website and online presences, building the online artist, venue, and location directory, and by hosting at least one event quarterly. The events we will be using the funds for range from live entertainment to an international film festival.

Applicant: Creative Carlsbad

Address: 102 South Canyon

City, State, ZIP: Carlsbad, New Mexico 88220

Contact Person: Dianne Joop **Phone:** 575-988-4509

E-mail: Creativecarlsbad@gmail.com **(optional)**

Title: CEO and Board President

(Signature of Authorizing Official)

Date Application Submitted: 1-20-2026

Project Start Date: July 1, 2026 **Project Completion Date:** June 30, 2027

Proposed Total Budget for Applicant: $ 95,000.00

Proposed Sponsor/Partner Donations: $ 25,000.00

Proposed Amount of Eligible Expenses: $ 70,000.00
***Eligible Expenses must match total budget listed in Section D.**

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

See Attached

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

See Attached

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

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

1) Rapunzel! Performance- provide live performance for locals and visitors- while providing an educational experience for local students. 2) 12 in 48 Film Challenge - engage regional filmmakers in Carlsbad, where creating their projects will require making a short film in Carlsbad, and then showing to our local and regional audiences. This provides local filmmakers education and experience and the opportunity to see their work showcased, while giving locals and tourist a fine art experience by watching short films. 3) Cavern City International Film Festival will invite up to 100 local filmmakers to Carlsbad for a film conference and through daily events engage locals and visitors to engage in watching artistically created material. All of our events are Educational and entertaining.

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

All projects will have a strong social media campaign. Rapunzel! Will have posters and ad placements in Carlsbad, Artesia, Roswell, and Hobbs. The 12 in 40 will have ad placements in Santa Fe, Albuquerque, El Paso, Las Cruces,Tucson, and Phoenix. The Film Festival will rely heavily on advertisement through Film Freeway including mailers to 1400 filmmakers across the US, advertisements in filmmaking areas in Arizona, Texas, Oklahoma, New Mexico, Georgia, and California. We will also be producing commercials to advertise the film projects in these same markets.

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

The economic impact of film festivals are widely studied. The festival itself does not generate a large profit, however the local economic impact is generated from the trickle down effect of the attendees of the festival. Our film challenge and our film festival will require from 50 - 125 hotel rooms for a period(s) of 3 to 4 nights. While in Carlsbad the filmmakers will spend money in restaurants and shopping. We can track the spending through promotional codes. Studies show that on average filmmakers spend on average $1000 per day during the festivals on lodging, food, transportation, and gifts. Using this and other models we can estimate an impact of $70,000 from these two events- without including the impact from tourist coming into Carlsbad.

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.?

We have two events that will require participants to stay in hotels, etc. The 12 in 48 challenge will invite teams Into Carlsbad for an events taking place from Friday to Sunday, requiring 3 nights of lodging. The film festival Will require at least 100 filmmakers to attend the festival. Both events promote Carlsbad as a destination and As a place to make films to further promote Carlsbad as a destination.

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)

Continuing to build our website to include a directory of artists, venues, and locations to entice the film Community to work in Carlsbad using our local artists. We plan to build our social media presence to grow The film challenge and festival into long running, large events, that will attract people from all over the world To submit their work and watch the award winning projects.

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town		$
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):		$
	See Attached Budget	$
	TOTAL REQUEST	$70,000.00

Rev/7.21.2025

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

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? _____

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

Creative Carlsbad 2026 FY Marketing Plan
July 1, 2026 - June 30 2027

Project Narrative:
Creative Carlsbad's mission is to support our local art community and to provide educational and arts programming for our community. In 2025 we began working closely with the City to shift the focus of our council to that of attracting the film business to Eddy County and to position our creative community for work within this industry. The bulk of this work is achieved through our website presences in building a directory or artists, venues, and locations as a library for film as well as hosting events that keep our community and visitors engaged in artistic programming.

Summary of Marketing Plan:
For Creative Carlsbad's FY2026 we will continue the initiative to build and grow the directory website as well as host four events, three smaller events (Rapunzel!, Independent Film Premier, And, "An Evening with a Celebrity", that will be targeting people within our area, locals and day trippers. The other two will be larger scale events. Our 12-in-48 Film Challenge, which will require 35-60 hotel rooms for a 3 night accommodation and our Cavern City International Film Festival which will require 125-175 hotel rooms for a 4 night accommodation.

Our marketing needs will reflect the size of the project. Primarily we will utilize social media and online marketing outlets like Filmmaker Magazine and Film Freeway to promote our film projects.

Events and Objectives
Rapuzel!: educational camp for Carlsbad youth that ends in two live performances. The live performances will be advertised to Artesia, Roswell, and Hobbs as a family friendly and fun activity to do with their families. This event will appeal to locals and day trippers.

Premier: "Dogbite Murders" with a Q&A with the Director/Actor. This is a western film based on a true story that took place in Globe Arizona. We feel this will be appealing to locals and day trippers.

An Evening with a Celebrity: We are working with a celebrity that is a household name to come to Carlsbad and perform at our new performing arts center at the High School. Our goal is for the celebrity to visit with the students during the day, and in the evening provide a brief show and a question and answer session with the community. Because of who this person is we will advertise across the state, Midland/Odessa and El Paso (across the Permian Basin) We think this will be a draw for day trippers and for locals.

12-in 48 Film Challenge. This challenge will be for 12 film making teams (3-10 people) to develop a finished short film in 48 hours. We will then premier the films for a public viewing on the last day of the event. This event will run from Friday-Sunday, requiring our teams a three night accommodation. Our goal with this event is to have professional filmmakers work with our

local creative community to develop projects and then offer an entertaining evening for locals to enjoy. We will advertise in filmmaking areas across the Permian and in Phoenix to participate in the challenge.

Carlsbad International Film Festival
We will need to advertise across the United States and Internationally to gain submissions to the festival. We will do this through Film Freeway and social media. We will make three different commercials showcasing our area as a place to make films and as a place to enjoy spending time at this conference type event.

It is our goal to announce 100 prize winners during the awards ceremony, meaning that at least 100 people will need to be present to win. This type of goal for us means that at least 100 hotel rooms will be needed for a Thursday-Sunday night accommodation.

The festival will run from Thursday - Sunday evening. With film screenings taking place across the City and evening events on Thursday, Saturday, and Sunday nights. We will have different activities for our filmmakers to do that will engage them in iconic areas across the City that will require a social media post tagging them in Carlsbad.

Marketing Outline

July 11	Theatrical performance of Rapunzel!
	Social Media Posts
	Social Media Advertising
	Website page and ticketing purchases
	Posters
Fall	Original Independent Film Premier
	Social Media Posts
	Social Media Advertising
	Posters
	12-in-48 Film Challenge
	Social Media and online
	Commercial
	Posters & Regional Radio

Feb 2027	Cavern City International Film Festival & 12-in 48
	Advertising on Film Freeway
	Event Commercial and Trailer
	Event Commercials
	Festival Film Viewing Posters
	Radio Advertisements
	Promotional Materials
Celebrity Event	Celebrity Event with a premier and Q&A
	Social Media Posts
	Social Media Advertising
	Event Commercial
	Radio Ads

MARKETING BUDGET				
	Website			
		Hosting		$250
		Domain Fees		$1,000
		Web Content Design		$5,000
		Artist and Venue/location library		$14,000
	Social Media			
		Social Media Management		$5,000
		Social Media Content		$5,000
		Web Content Design		$5,000

		Event Poster/Flyer Design x4		$4,400
	Internet			
	Film Freeway	3 - Commercials		$25,000
Advertising Costs				
	Online Ad Purchases			$5,000
	Radio Advertising			$5,000
	Commercial Advertising			$5,000
		Annual Total Marketing Service		$79,650.00

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Fallapalooza

Brief Project Narrative:

Fall Festival at Beach Bandshell - free event hosted by local churches

Applicant: First Methodist Church - Jeni Dugan

Address:

City, State, ZIP: Carlsbad NM 88220

Contact Person: Jeni Dugan **Phone:** 214-537-6879

E-mail: jenidugan@icloud.com **(optional)**

Jeni Dugan **Title:** Organizer
(Signature of Authorizing Official)

Date Application Submitted: 1/20/24

Project Start Date: 10/3/24 **Project Completion Date:** 10/3/26

Proposed Total Budget for Applicant:	$ 3700.00
Proposed Sponsor/Partner Donations:	$ 15000.00
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 18700.00

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

- Fall Festival for family.
- Free event hosted by local churches & community donations.
- Carnival games, petting zoo, pony rides, inflatables.

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

- Newspapers in Carlsbad & surrounding area.
- Live Remote radio broadcast - along with radio advertising
- Billboards
- TShirts given away with Carlsbad lodgers tag sponsorship.
- Social Media Blitz, FB & Instagram Boosts.

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

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

Bring the families in Eddy County & surrounding areas together to provide a safe fun environment.

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

Families.
Radio advertising, Social Media - FB, Instagram
Carlsbad Local & Current Argus - ads placed in prominent locations
Tshirt giveaways at event.

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

- Track the number of views on Social media by area.
- ask participants where/how they heard of event by registration cards and verbal interaction

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.?

People coming to the event will eat at local restaurants, visit the caverns, muni-golf etc. Being held at the bandshell highlights the beach area & all it has to offer.

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)

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

Community Business	$ 12,000.00
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$ 12,000.00

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – ($1,000 Max Guideline)		$ 1000.00
Out-of-Town		$ 500.00
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – ($500 Max Guideline)		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – ($1,000 Max Guideline)		$ 1200.00
Out-of-Town (List):		$
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):	T Shirts	$ 1000.00
		$
	TOTAL REQUEST	$ 3700.00

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

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? ✓

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Friends Of Living Desert : Trail to Discovery

Brief Project Narrative:

The goal of Friends of Living Desert is to increase regional, national, international awareness of Living Desert Zoo and Gardens to increase the number of visitors to the park.

Applicant: Friends of Living Desert Park

Address: 1504 Skyline RD

City, State, ZIP: Carlsbad, New Mexico 88220

Contact Person: Veronica Barnhart **Phone:** 5753024393

E-mail: webvhb@hotmail.com **(optional)**

Veronica Barnhart **Title:** Board member of Friends

(Signature of Authorizing Official)

Date Application Submitted: January 6, 2026

Project Start Date: July 2026 **Project Completion Date:** June 2027

Proposed Total Budget for Applicant:	$ 25,000
Proposed Sponsor/Partner Donations:	$
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 25,000

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

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

Living Desert Zoo is the event open 364 days a year. Events Maggie the Bears birthday in January,Docent Training, Earth Day, Zoo Camp in July, craft fairs, Outreach at Mayors's Energy Summit, Boo in the Zoo. Volunteer Appreciation, providing Docent assistance for schools and educational group tours and Raptor Appreciation Day.

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

We have updated our website livingdesertnm.org to reach potential visitors. Brochures will be made available in RV parks,paying for an ad in the Carlsbad Chamber of Commerce map. We are going to target outside of NM by putting our ad in the Nm True Adventure Guide. We will advertise on local and out of town radio stations to reach local and out of town visitors. We will advertise in Carlsbad Local and Focus Magazine since they are both free to readers and out of town visitors would be be able to get them.

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

We have requested staff and volunteer works at the front desk to ask visitors if they are from New Mexico or out of state. We are seeing more out of state visitors.
For our special events like Maggie's Birthday we count the number of visitors.

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.?

All Living Desert activities are participatory. Many visitors will stay longer in Carlsbad if they are aware that there are other places to visit besides the Caverns. With our advertising in NM True Adventure Guide we hope that will increase visits of out of town visitors to the City of Carlsbad. With visitors getting the Chamber of Commerce Map people will realize there is more to see and do in Carlsbad. We leave our pamphlet at the Carlsbad Museum and Artist Gallery which visitors can pick it.

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)

Future uses for the Lodgers Tax Grant would be continued maintenance of the website by Go Daddy, the continuation of AM/FM radio advertising, the addition of advertising on KENW-TV, the distribution of print materials, ad in the Chamber's Community Map,
advertising in NM Magazine (Nov, Dec, March),their facebook digital,NM True Adventure guide, local and out of town radio stations, renewing our contract with RV map

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**	Carlsbad Local	$ 4,000.00
Out-of-Town		$
	Focus Magazine (4months)	$ 2,099.87
		$
Magazines (List):		
	NM Magazine Nov, Dec, March	$ 4,296.75
	NM True Adventure Guide	$ 6,535.65
	NM Magazine Digital Oct, March, April	$ 1,479.00
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**	Carlsbad Radio July 2026,Oct 2026,Dec 202	$ 1,000.00
Out-of-Town (List):	March 2027,June 2027	$
		$
	MTD radio Aug 2026, Nov 2026, March 202	$ 3,000.00
	April 2027, May 2027	$
Television (List):		
Out of Town ONLY	KENW TV NOVA, AMERICAN	$ 2,200.00
	hEARTLAND	$
Other (List):		$
		$ 24,611.27
	TOTAL REQUEST	$ 25,000 ROUNDED UP

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

Staff and volunteer workers at the front desk keep a daily visitors log and visitors are asked if they are from NM or out of state. We have noted there are more visitors during the months of spring break (March and April) and the winter months. And when we have special events there are more visitors to the park. Maggie's birthday is usual a popular event with a increase visitors.

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

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

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: MLK Celebration 2027

Brief Project Narrative:

Carlsbad's MLK Committee heads the annual MLK Celebration, a three-day activity which serves as both a fundraiser and educational activity

Applicant: MLK Scholarship Committee (through the Carlsbad Community Foundation)

Address: 114 S. Canyon St.

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Joy Fames-Foster **Phone:** 865-405-4194

E-mail: joy.james-foster@wipp.doe.gov **(optional)**

(Signature of Authorizing Official) **Title:** Chair

Date Application Submitted: 1-12-26

Project Start Date: Dec. 1, 2026 **Project Completion Date:** Jan. 21, 2027

Proposed Total Budget for Applicant:	$ $37,000
Proposed Sponsor/Partner Donations:	$ $30,000
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ $7,000

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INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

For several decades, a group of individuals have organized Carlsbad's annual MLK Celebration. This includes a banquet, a worship service and an annual march.

This is a nonpolitical community event which focuses on education and honoring the memory of Dr. King's Dream. The committee, through the Community Foundation, will utilize lodger's tax funding to encourage individuals from out of town to attend these events.

Likely 2027 activities will include
Jan. 16: Banquet.
Jan. 18: Worship Service)
Jan. 19 (Monday): March

The Committee also hosts an educational "Passport to Adventure" in the spring and celebrates the anniversary of Dr. King's Dream in August.

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

The Committee will use traditional media outlets (radio and newspaper) to make residents in southeast New Mexico and West Texas aware of MLK Events. Advertising will encourage visitors to participate in activities, but also stay an extra day to visit local parks and other features.

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

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

1. MLK Celebration in January of 2027: Increase awareness of MLK through community engagement
2. Passport to Adventure in spring of 2027: Educational event for youth
3. Airing of "I have a dream" speech in August 2027: Encourage celebration of freedom and the importance of community involvement

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

1. Southeast New Mexico: Radio Sports in large scale regional advertising
2. West Texas: Radio spots in El Paso and Lubbock/Midland area. Small paid advertising in print media.

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

1. Casual survey and personal discussion. The goal will be to connect with visiting families who are attending from out of town.

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.?

The January celebration lasts for three days. Therefore, the hope is that people participating in all events will attend local restaurants and attractions. Carlsbad's natural beauty should be celebrated in all advertisements.

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)

We would like to see this event grow through partnership, such as with the State MLK Commission and the NAACP.

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

State MLK Commission	$ 2000
Assorted Corporate Funding	$ ~ 20,000
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –

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

Newspaper (List):		
Local – **($1,000 Max Guideline)**	Carlsbad Current-Argus	$ 1000
Out-of-Town	Gannett Network (El Paso & Las Cruces)	$ 1000
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**		$
Out-of-Town (List):		$
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**	W105 Radio	$ 1500
Out-of-Town (List):	West Texas Radio	$ 1500
		$
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):	Social Media	$ 1000
	Branded event programs	$ 1000
	TOTAL REQUEST	$ 7000

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

While no survey information exists, the event does tend to draw higher level executives from a number of oil and gas partners in the area (Chevron, ConocoPhillips), etc.) We believe this is a good use of lodger's tax funding due to corporate draw.

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

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

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Yucca Blossom Trade Days

Brief Project Narrative:

To Bring families together for a Day of shopping

Applicant: Tammy Neel

Address: 5813 W Main

City, State, ZIP: Artesia NM 88210

Contact Person: Tammy Neel **Phone:** 575 308-9667

E-mail: yucca blossom artesia@gmail.com **(optional)**

Tammy Neel **Title:** owner/operator

(Signature of Authorizing Official)

Date Application Submitted: Jan 13, 2026

Project Start Date: May 9 2026 **Project Completion Date:** May 10th

Proposed Total Budget for Applicant:	$ 5000.00
Proposed Sponsor/Partner Donations:	$ 0
Proposed Amount of Eligible Expenses: *Eligible Expenses must match total budget listed in Section D.	$ 5000.00

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INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

Yucca Blossom is a family event drawing people from southeastern parts of NM including, Artesia, Roswell, Carlsbad, Loovington, Hobbs. To dak we have held approximately 30 markets and strive to do a great job. We liv to offer a variety of vendors to display their merchandise and uniaue things for the Kids to do all at the same time. We have a great amount of Vendors who participate in these event. This is my 2ND time to do this event and it was a success the past one and we look forward to a better one this year.

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

We plan on marketing the market to our best of abilility by flyers, postcard, and newspaperas well as radio. Advertising for this helps bring people to these markets

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

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

Yucca Blossom Ruidoso Yucca Blossom Ruidoso Yucca Blossom Carlsbad. We strive to add more as we go this year. We offer ones in Carlsbad, Artesia, Ruidoso, Leveland and will add more at a later date

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

Our target is to get the word out to as many as possible using avenue platform of advertising with FB post, newspaper, radio, flyers/postcard

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

We ask our vendors for a GRT report + where they stay at where the bought gas.
We walk around the event asking same questions that apply to customer taking survey beings it in the park

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.?

We have vendors from out town who will need a place to stay. At our events prior to this one when we do them We hand out postcards to draw them into the market

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)

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

	$
	$
	$
	$
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper (List):		
Local – **($1,000 Max Guideline)**	Carlsbad Local	$ 500
Out-of-Town	Hobbs	$ 500
		$
		$
Magazines (List):		
		$
		$
		$
Postage or Mailings:		
Out of Town ONLY		$
		$
Cost of Posters Used:		
Local – **($500 Max Guideline)**	Vista Print	$ 500
Out-of-Town (List):	Lindmark	$ 1000
		$
		$
		$
Radio (List):		
Local – **($1,000 Max Guideline)**	Local Advertising	$ 200
Out-of-Town (List):	W-105	$ 1000
	Kzor	$ 750
		$
		$
Television (List):		
Out of Town ONLY		$
		$
Other (List):	FB post boost	$ 500
		$
	TOTAL REQUEST	$ 5000

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

We held the event May 2025 and had approximately 45 vendors there were 10 vendors stay the night at motels/Arbnb Vendors Coming from Arkoia, Roswell had to fuel their vehicles buying Meals after the event to Local Restaurants

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? _____

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

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CITY OF CARLSBAD LODGERS TAX ADVISORY BOARD
INFORMATION AND PROCEDURES
FOR LODGERS TAX FUNDING ASSISTANCE
FOR SPECIAL EVENTS
OR
OTHER NON CONTRACTED
PROMOTIONAL USES

1. All proceeds must be expended in accordance with the Lodgers Tax Act. Subject to the limitations contained in **Section 3-38-15 NMSA 1978**, a municipality or county imposing an occupancy tax may use the proceeds from the tax to defray costs of:

   Section 3-38-21 – Eligible Uses of tax proceeds *A. (4). advertising, publicizing, and promoting tourist-related attractions, facilities and events of the municipality or country and tourist facilities of attractions within the area.*

2. Definitions as used in the Lodgers Tax Act (Section 3-38-14):

   "gross taxable rent" means the total amount of rent paid for lodging, not including the state gross receipts tax or local sales taxes;

   "tourist" means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax;

   "tourist-related events" means events that are planned for, promoted to and attended by tourists;

   "tourist-related facilities and attractions" means facilities and attractions that are intended to be used by or visited by tourist;

3. The awarded amounts are dependent upon the funding available, the number of applicants, and a review of each applicant's tourism impact.

   Available funds - The City of Carlsbad collects an Occupancy Tax of 5% on "gross taxable rent" from each hotel, motel, motor court, trailer court or other premises used for lodging of tourists. The amount of available funds will depend on the number of tourist who have/will require lodging accommodations within the City of Carlsbad. The amount of funds is budgeted with the fiscal year budget process and citizen advice is provided by the Lodgers Tax Advisory Board (LTAB). The City's fiscal year begins in July and ends in the following June.

   The City of Carlsbad currently has contracted agreements, using Lodgers Tax funds, with; the Carlsbad Chamber of Commerce for management of the Pecos River Village Conference.

   Number of applicants – The City of Carlsbad receives several applicants annually requesting Lodgers Tax funds for special event advertising as well as other proposed uses.

Applicant's tourism impact – Section E (Provide available survey information from past events) is very helpful in determining the tourism impact. For a first time applicant, provide as much information on how your event is expected to bring tourism to Carlsbad (Hotel/motel nights generated from the event, etc.).

4. The applicant may be required to fund a percentage of the total eligible costs requested in the grant.

5. After the granted funds have been expended, each applicant must provide documentation (tear sheets, invoices, copies of cancelled checks, etc.) supporting the expenditures of funds for eligible purposes. Reimbursement of expenses will not be approved and awarded without proper documentation. This may result in rendering an applicant ineligible for funding the following year.

6. The applicant must agree to use the phrase "sponsored in part by the City of Carlsbad Lodgers Tax Fund" (either verbally or in print depending on the type of advertising media) on all advertising.

7. Applicants for Lodgers Tax Funds must submit applications by noon, ten (10) working days prior to any scheduled LTAB meeting. The LTAB meets quarterly. Time, date, and place for these meetings may be subject to change, and will be posted on the City Website. There will be an annual budgetary meeting, scheduled for early in the calendar year. The purpose of this meeting is to prepare for the upcoming fiscal year budget cycle. Although new requests will be considered, the primary purpose of this meeting is to provide the Budget Committee with reoccurring requests.

8. City Staff assigned to the LTAB shall review all applications and may provide input for consideration by the LTAB to be used for their decision-making process.

9. Applicants are required to attend the next scheduled meeting of the LTAB and make a five to ten-minute (maximum) presentation at which time their application is reviewed. Board members may ask questions and discuss the application and all aspects of the event. The LTAB meetings are conducted in compliance with the New Mexico Open Meetings Act.

    a) Please be prepared to answer the following questions:
    b) Will the event or use of funds bring people from out of town?
    c) Will the out-of-town people stay at motels, hotels, motor or trailer courts or other lodging facilities?
    d) Will people be eating at Carlsbad restaurants?
    e) Will people frequent other stores, sites or attractions in Carlsbad?

10. If the applicant's request is approved by the LTAB, the recommendation for funding is submitted to the Budget Committee for their approval. Once the Budget Committee approves the request it goes to City Council for approval. Once the request is approved by City Council the budget adjustment is submitted to the State Department of Finance for their approval. This entire process can take two months to complete. All applicants are encouraged to keep this time frame in mind when making their requests. The LTAB meeting in February each year is typically when requests are made for the following fiscal year. Applicants who annually request funding are encouraged to plan ahead and submit requests at this meeting.

11. All reimbursement requests must be submitted to Accounts Payable for processing. Please ensure all appropriate documents are submitted with the reimbursement request packet. Allow 14 days for reimbursement checks to be issued.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: United Way Cinco de Mayo Golf Tournament (2027)

Brief Project Narrative:

The United Way of Eddy County's Cinco de Mayo golf tournament is a yearly tradition that attracts golfers from all over the southeast and West Texas. In doing so, it offers the organization a chance to learn more about the nonprofit and the impact it has on the community.

Applicant: United Way of Eddy County

Address: 116 S. Canyon St.

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Kyle Marksteiner **Phone:** 575-706-2324

E-mail: director@uweddyco.org **(optional)**

Kyle Marksteiner **Title:** Executive Director

(Signature of Authorizing Official)

Date Application Submitted: 1/6/2026

Project Start Date: March 1, 2027 **Project Completion Date:** May 5, 2027

Proposed Total Budget for Applicant:	**$** $40,000
Proposed Sponsor/Partner Donations:	**$** $30,000
Proposed Amount of Eligible Expenses: ***Eligible Expenses must match total budget listed in Section D.**	**$** $10,000

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

The United Way of Eddy County's Cinco de Mayo golf tournament is an annual tradition that attracts golfers from across the southeast to play and learn about this essential local nonprofit organization. Golfers will be encouraged to stay the night before in Carlsbad and remain in town for the weekend.

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

* Radio advertisement, billboards and traditional newspaper purchases in West Texas, SENM and northern New Mexico.
Primary target audience is executive level employees representing companies with business interests in Eddy County.
* Social media campaign, including boosts
* Items labeled with event name and date (golf towels), as well as event flyers

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

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

Historically, this has been the United Way of Eddy County's largest fundraiser. Funds raised go directly toward the annual campaign. The event promotes our community's business interests by allowing newer companies a chance to network with larger oil and gas companies. It also attracts out of town guests to the area and allows them to participate in other local activities while pursuing local lodging.

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

Target market will be golfers and family members from SENM and West Texas. Specifically, employees of corporations who have interests in Carlsbad but reside elsewhere. Media placement will be a mixture of radio, social media and produced items promoting Carlsbad.

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

We have a new registration service called One Cause.
This software will allow us to better compile data as to whether residents plan to stay the night and/or bring additional guests during their trip.

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.?

We would like to add more social events to the weekend schedule to encourage golfers to stay the weekend tand to make it a family friendly event.
We hope to cross promote with other events around the community.
An estimated 30 percent of last year's participants were from outside of the Carlsbad area, based upon verbal feedback. Last year, we added a margarita social to encourage spouse participation.

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)

One of our goals is to see this tournament become more scholarship focused. We may also add a second day to the event, depending on sponsor interest. This will certainly assist with lodgers tax friendly efforts.

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

ConocoPhillips	$	$20,000
	$	
	$	
	$	
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$	$20,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –

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

Newspaper (List):			
Local – **($1,000 Max Guideline)**	El Paso	$	1000
Out-of-Town	Midland/Odessa	$	1000
	Hobbs	$	1000
		$	
Magazines (List):			
		$	
		$	
		$	
Postage or Mailings:			
Out of Town ONLY		$	
		$	
Cost of Posters Used:			
Local – **($500 Max Guideline)**	Banners/Posters	$	2000
Out-of-Town (List):		$	
		$	
		$	
		$	
Radio (List):			
Local – **($1,000 Max Guideline)**	Local	$	1000
Out-of-Town (List):	W105 The Blaze	$	1000
		$	
		$	
		$	
Television (List):			
Out of Town ONLY		$	
		$	
Other (List):	Golf Towels (with Event Name)	$	2000
	Social Media/Online	$	1000
	TOTAL REQUEST	$	10000

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

Tournament included 35 teams last year, with out of town participation including Hobbs, Midland and Odessa.

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

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

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

Any questions regarding this application should be directed to Angie Barrios-Testa, Grant Programs, at abtesta@cityofcarlsbadnm.com or (575) 887-1191 Ext 7904

Applicant should plan to attend the Lodger's Tax Advisory Board Meeting when the application is scheduled to be considered. The Applicant or Representative will be asked to briefly present the application and answer any questions pertaining to the project. FAILURE TO APPEAR MAY RESULT IN DENIAL OF THE REQUEST.

Upon approval by Lodger's Tax Advisory Board (Step 1), applications will go through the following steps for additional approvals before funds will be available for expenditure:

Step 2: Budget Committee – convenes the 4th Friday of the Month
Step 3: City Council – convenes the 2nd and 4th Tuesday of the Month (except in November & December)
Step 4: Once approved through City Council a budget adjustment is then submitted to New Mexico Department of Finance & Administration for final approval.

Please note: Approval process can take up to 6 – 8 weeks before funds are made available for expenditure.

Reimbursement will only be awarded after submittal of the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement. Reimbursement requests shall be submitted to the Finance Department.

CITY OF CARLSBAD LODGERS TAX ADVISORY BOARD
INFORMATION AND PROCEDURES
FOR LODGERS TAX FUNDING ASSISTANCE
FOR SPECIAL EVENTS
OR
OTHER NON CONTRACTED
PROMOTIONAL USES

1. All proceeds must be expended in accordance with the Lodgers Tax Act. Subject to the limitations contained in **Section 3-38-15 NMSA 1978**, a municipality or county imposing an occupancy tax may use the proceeds from the tax to defray costs of:

   Section 3-38-21 – Eligible Uses of tax proceeds *A. (4). advertising, publicizing, and promoting tourist-related attractions, facilities and events of the municipality or country and tourist facilities of attractions within the area.*

2. Definitions as used in the Lodgers Tax Act (Section 3-38-14):

   "gross taxable rent" means the total amount of rent paid for lodging, not including the state gross receipts tax or local sales taxes;

   "tourist" means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax;

   "tourist-related events" means events that are planned for, promoted to and attended by tourists;

   "tourist-related facilities and attractions" means facilities and attractions that are intended to be used by or visited by tourist;

3. The awarded amounts are dependent upon the funding available, the number of applicants, and a review of each applicant's tourism impact.

   Available funds - The City of Carlsbad collects an Occupancy Tax of 5% on "gross taxable rent" from each hotel, motel, motor court, trailer court or other premises used for lodging of tourists. The amount of available funds will depend on the number of tourist who have/will require lodging accommodations within the City of Carlsbad. The amount of funds is budgeted with the fiscal year budget process and citizen advice is provided by the Lodgers Tax Advisory Board (LTAB). The City's fiscal year begins in July and ends in the following June.

   The City of Carlsbad currently has contracted agreements, using Lodgers Tax funds, with; the Carlsbad Chamber of Commerce for management of the Pecos River Village Conference.

   Number of applicants – The City of Carlsbad receives several applicants annually requesting Lodgers Tax funds for special event advertising as well as other proposed uses.

Applicant's tourism impact – Section E (Provide available survey information from past events) is very helpful in determining the tourism impact. For a first time applicant, provide as much information on how your event is expected to bring tourism to Carlsbad (Hotel/motel nights generated from the event, etc.).

4. The applicant may be required to fund a percentage of the total eligible costs requested in the grant.

5. After the granted funds have been expended, each applicant must provide documentation (tear sheets, invoices, copies of cancelled checks, etc.) supporting the expenditures of funds for eligible purposes. Reimbursement of expenses will not be approved and awarded without proper documentation. This may result in rendering an applicant ineligible for funding the following year.

6. The applicant must agree to use the phrase "sponsored in part by the City of Carlsbad Lodgers Tax Fund" (either verbally or in print depending on the type of advertising media) on all advertising.

7. Applicants for Lodgers Tax Funds must submit applications by noon, ten (10) working days prior to any scheduled LTAB meeting. The LTAB meets quarterly. Time, date, and place for these meetings may be subject to change, and will be posted on the City Website. There will be an annual budgetary meeting, scheduled for early in the calendar year. The purpose of this meeting is to prepare for the upcoming fiscal year budget cycle. Although new requests will be considered, the primary purpose of this meeting is to provide the Budget Committee with reoccurring requests.

8. City Staff assigned to the LTAB shall review all applications and may provide input for consideration by the LTAB to be used for their decision-making process.

9. Applicants are required to attend the next scheduled meeting of the LTAB and make a five to ten-minute (maximum) presentation at which time their application is reviewed. Board members may ask questions and discuss the application and all aspects of the event. The LTAB meetings are conducted in compliance with the New Mexico Open Meetings Act.

    a) Please be prepared to answer the following questions:
    b) Will the event or use of funds bring people from out of town?
    c) Will the out-of-town people stay at motels, hotels, motor or trailer courts or other lodging facilities?
    d) Will people be eating at Carlsbad restaurants?
    e) Will people frequent other stores, sites or attractions in Carlsbad?

10. If the applicant's request is approved by the LTAB, the recommendation for funding is submitted to the Budget Committee for their approval. Once the Budget Committee approves the request it goes to City Council for approval. Once the request is approved by City Council the budget adjustment is submitted to the State Department of Finance for their approval. This entire process can take two months to complete. All applicants are encouraged to keep this time frame in mind when making their requests. The LTAB meeting in February each year is typically when requests are made for the following fiscal year. Applicants who annually request funding are encouraged to plan ahead and submit requests at this meeting.

11. All reimbursement requests must be submitted to Accounts Payable for processing. Please ensure all appropriate documents are submitted with the reimbursement request packet. Allow 14 days for reimbursement checks to be issued.

CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL
PROMOTIONAL PROJECT

Each Section below must be completed.

Project Title: Dancing with the Eddy County Stars (2027)

Brief Project Narrative:

The UWEC's annual fundraiser pits 8 VIPs against each other in a fun, energetic event. The competition will be in its third year by 2027. Funds spent will be used to draw interest across New Mexico.

Applicant: United Way of Eddy County

Address: 116 S. Canyon St.

City, State, ZIP: Carlsbad, NM 88220

Contact Person: Kyle Marksteiner **Phone:** 575-706-2324

E-mail: director@uweddyco.org **(optional)**

Kyle Marksteiner **Title:** Executive Director

(Signature of Authorizing Official)

Date Application Submitted: 1/6/2026

Project Start Date: Feb 1, 2027 **Project Completion Date:** April 30, 2027

Proposed Total Budget for Applicant:	**$** $70,000
Proposed Sponsor/Partner Donations:	**$** $53,000
Proposed Amount of Eligible Expenses: ***Eligible Expenses must match total budget listed in Section D.**	**$** $17,000

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instructions. 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 –

"Dancing with the Stars of Eddy County" is a new event designed to allow the nonprofit organization to adjust to a new philanthropic model. Local celebrities will participate in a dance competition similar to the television show of the same name. The UWEC will sell tickets to the event as a fundraiser. This event is held in other communities in other parts of the nation and typically draws a very large crowd from around the region, due to its unique nature.
The date for the 2027 event has not been determined, but will take place in the spring. Attendees and audience members will be invited to remain through the weekend. A band or DJ will also be hired to make the evening more entertaining.

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

* Radio advertisement, billboards and traditional newspaper purchases in West Texas, SENM and northern New Mexico.
* Social media campaign, including boosts
* Items labeled with event name and date(wine glasses), as well as event flyers

* Target in this event will be executives and VIPs and their partners across the region. For example, a state senator and his wife from Albuquerque may desire to attend to watch the Eddy County Warden dance.

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

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

The overall goal of the Dancing With the Stars of Eddy County is to serve as a fundraiser for the United Way of Eddy County by drawing a large number of attendees to the annual event, which will take place at the civic center. Marketing will allow the project to be more successful due to enhanced ticket sales. Most competitors for the 2026 event are Carlsbad residents, and the event will also occur in Carlsbad.

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

Target market will be VIP guests from across the region with professional or familial connections to Eddy County. For example, the fact that a sports legend is one of the participants, as well as the local warden should draw potential business investors in the region consider opening additional services in Carlsbad or the surrounding area. We will use a mixture of traditional and nontraditional media outlets in order to reach our target demographic. We would also like to do some marketing in the Phoenix, Ariz., area to try to take advantage of flights being offered to Arizona.

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

We have a new registration service called One Cause. This software will allow us to better compile data as to whether residents plan to stay the night and/or bring additional guests during their trip. In collecting data through registration, we will also have the option of requesting addtional information (how did you find out about us? How many nights did you stay, 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.?

We have a new registration service called One Cause. This software will allow us to better compile data as to whether residents plan to stay the night and/or bring additional guests during their trip. In collecting data through registration, we will also have the option of requesting addtional information (how did you find out about us? How many nights did you stay, etc.)

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)

We hope to see this event become a major success and continue to grow. As it does, we would like to expand advertising to a broader region. Non lodgers tax funds (sponsorships) are being used to ensure that the event has a high quality feel, in order to continue to expand on credibility.

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

Corporate Sponsorship	$	$30-50K
	$	
	$	
	$	
TOTAL SPONSOR/PARTNERSHIP DONATIONS	$	$30-50,000

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including eligible costs only –

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

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	Local	$	1000
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	New Mexico Magazine	$	1000
		$	
Postage or Mailings:			
Out of Town ONLY		$	
		$	
Cost of Posters Used:			
Local – **($500 Max Guideline)**		$	
Out-of-Town (List):		$	
		$	
		$	
		$	
Radio (List):			
Local – **($1,000 Max Guideline)**	W105	$	1000
Out-of-Town (List):	Local	$	1000
		$	
		$	
		$	
Television (List):			
Out of Town ONLY	KWES	$	2000
	Newswest 9	$	2000
Other (List):	Merchandise (with event info)	$	3000
	Social Media/Online	$	**2000**
	TOTAL REQUEST	$	17000

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

First year event went very well. We expect this to continue to grow with community support!

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

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