



**LODGER'S TAX COMMITTEE
REGULAR MEETING AGENDA**

**Council Chambers, Village Hall
313 Cree Meadows Dr.
Ruidoso, NM 88345**

Tuesday, January 23, 2024 at 8:30 a.m.

- 1. Call to Order, Roll Call and Declarations of any Conflicts of Interest**
- 2. Adoption of Resolution 2024-01 – A Resolution Declaring Reasonable Notice of Public Meetings**
- 3. Approval of Agenda**
- 4. Approval of Minutes**
Regular Meeting of November 28, 2023
- 5. Presentation of Lodger's Tax Fund Financial Report**
- 6. New Business:**
 - (1) Discussion/Possible Action:** Request for Funding submitted by Shane Asbury for "Capitan Mountain 34 Hour" Running Event in the amount of \$5,000
 - (2) Discussion/Possible Action:** Request for Funding submitted by Sydnee Mowery (OSO Productions) for "Lincoln County Renaissance Fair" in the amount of \$15,000
 - (3) Discussion / Possible Action:** Request for Funding submitted by Scott Kent for "Lion Fight 76" in the amount of \$25,000
 - (4) Discussion/Possible Action:** Schedule Deadline to Present Event Funding Applications for FY 2024-2025 and Schedule Date to Present Applications

7. Discussion

8. Adjournment



Jini S. Turri, Village Clerk (Posted on 1/19/24)

I certify that Notice of the Public hearing has been given in compliance with Section 10-15-1 through 10-15-4, NMSA 1978 and Resolution 2024-01. Agendas are available at Village of Ruidoso City Hall, 313 Cree Meadows Dr., Ruidoso, NM. If you are an individual who is in need of a reader, amplifier, qualified sign language interpreter or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the Village Clerk at Village of Ruidoso City Hall at least one week prior to meeting.

VILLAGE OF RUIDOSO

RESOLUTION 2024-01

**A RESOLUTION DECLARING REASONABLE NOTICE OF PUBLIC MEETINGS
for the LODGER'S TAX COMMITTEE**

WHEREAS, the Lodger's Tax Committee in and for the Village of Ruidoso, County of Lincoln, State of New Mexico meeting in regular session on the 23th day of January 2024, has set the meeting dates for the Committee for the 2024 Calendar Year; and

WHEREAS, the Lodger's Tax Committee shall meet on the fourth Tuesday of every other month at 8:30 a.m. at the Village of Ruidoso Council Chambers, 313 Cree Meadows Drive, Ruidoso, New Mexico, unless otherwise specified.

NOW THEREFORE, BE IT RESOLVED that the Lodger's Tax Committee hereby adopts the following regular meeting dates unless otherwise specified:

Tuesday, January 23, 2024
Tuesday, March 26, 2024
Tuesday, May 28, 2024
Tuesday, July 23, 2024
Tuesday, September 24, 2024
Tuesday, November 26, 2024

PASSED, APPROVED AND ADOPTED ON THIS 23rd DAY OF JANUARY, 2024

Everett Brophy - Chair

ATTEST:

Jini S. Turri
Village Clerk / Staff Liaison

**LODGER'S TAX COMMITTEE
REGULAR MEETING
313 CREE MEADOWS DRIVE
RUIDOSO, NM 88345
TUESDAY NOVEMBER 28, 2023**

Chair Everett Brophy called the Meeting of the Lodger's Tax Committee to order at 8:30 a.m. Members Robert Duncan, Lane Blakeney and Michael Cheney were recorded present in person. Member Lori Robertson was recorded absent. Village of Ruidoso employees Yvonne Bartz, Deputy Clerk; Eddie Ryan, Manager of Events & Strategic Partnership; Judi Starkovich, Finance Director; Ronald Sena, Village Manager and Michael Martinez, Deputy Village Manager. Also, present were Kerry Gladden and Bay Hirschfeld with The Agency.

APPROVAL OF AGENDA:

Member Duncan moved to approve the agenda as presented. Member Blakeney seconded, and the motion carried with a vote of all ayes.

APPROVAL OF MINUTES:

Member Duncan moved to approve the March 28, 2023, Special Meeting Minutes, April 11, 2023, Special Meeting Minutes, May 23, 2023, Regular Meeting Minutes, May 31, 2023, Special Meeting Minutes and the September 26, 2023, Regular Meeting Minutes. Member Blakeney seconded, and the motion carried with a vote of all ayes.

Introduction of Steve Andrus, Americas Tour Manager, XTERRA Triathlons

Eddie Ryan introduced Steve Andrus, Americas Tour Manager with Xterra Triathlons.

Mr. Andrus provided an overview of the Xterra brand and the races offered and stated the following: he was in Ruidoso for the week to look at the area as a potential location for an Xterra Triathlon; he was impressed with the trails in the Village; Xterra would be hiring local citizens to staff the event; the Village of Ruidoso had everything in place to host an Xterra Triathlon; if Ruidoso is chosen as a location a Silver Event Triathlon would be held in August of 2025; and the event would bring in 3.5 audience members per participant.

OLD BUSINESS:

Special Event Funding Request – Downshift Brewing Music Motivation & Education Series.

James Rupley with Downshift Brewing stated the following: the Music Motivation & Education Series was a success and had many people in attendance; there was a Singer/Songwriter night; and Downshift Brewery was working on getting the education side of the series going.

Member Blakeney moved to Approve the Special Event Funding Request for Downshift Brewing Music Motivation & Education Series in the Amount of \$5,000. Member Duncan seconded, and the motion carried with a vote of all ayes.

NEW BUSINESS:

There was no new business.

ADJOURNMENT:

There being no further business to come before the Lodger's Tax Committee, Chair Brophy adjourned the regular meeting at 9:40 a.m.

Passed and approved this 23rd day of January 2024.

APPROVED: _____
Everett Brophy, Chairman

ATTEST: _____
Jini Turri
Village Clerk

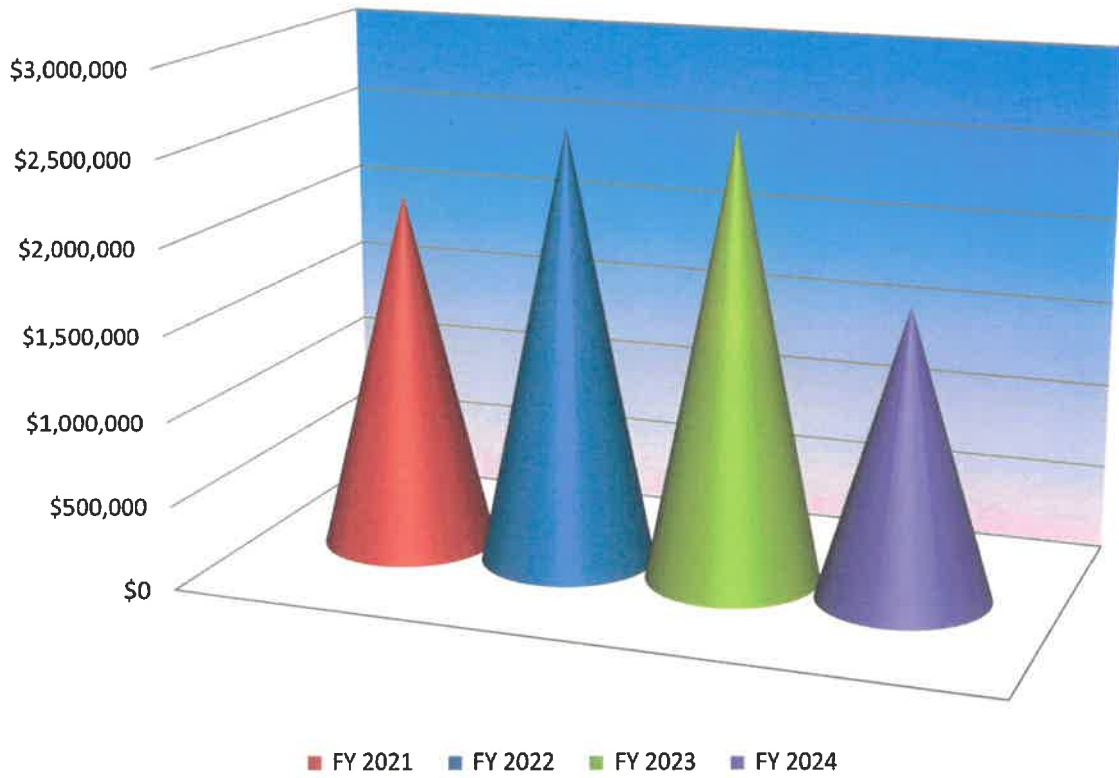
LODGERS' TAX

VILLAGE OF RUIDOSO
LODGERS' TAX COLLECTIONS REPORT
FOR THE SIX MONTHS ENDING DECEMBER 31, 2023
(UNAUDITED)

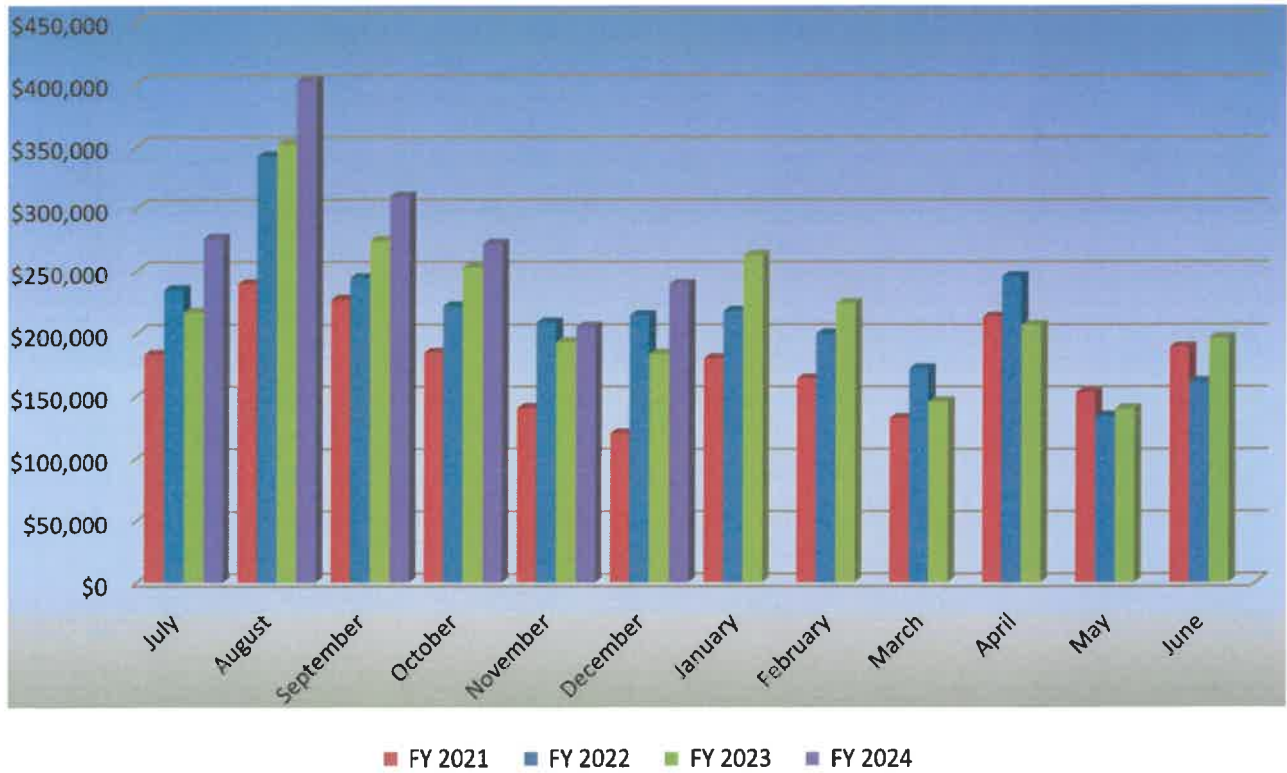
MONTH of Receipt	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
	\$ 104,674	\$ 105,330	\$ 119,923	\$ 131,890	\$ 169,380	\$ 153,832	\$ 193,322	\$ 183,076	\$ 234,686	\$ 216,721	\$ 275,940
July											
August	156,101	172,033	193,149	211,235	186,874	229,999	251,583	239,276	341,801	351,123	402,278
September	162,158	159,129	165,111	169,710	180,597	188,310	238,884	226,939	244,020	273,992	309,463
October	99,073	99,344	150,128	137,756	134,548	141,999	174,570	184,403	221,666	252,624	271,618
November	65,003	91,695	93,865	93,455	90,861	91,341	113,715	139,910	208,671	192,892	205,302
December	66,977	68,525	75,262	76,965	105,499	85,718	141,012	119,562	214,376	183,541	239,098
January	148,476	163,021	182,301	195,321	157,665	223,546	235,742	179,742	217,910	262,508	
February	89,242	123,103	119,952	91,680	143,718	176,045	182,552	163,458	199,571	223,971	
March	70,584	86,980	89,918	91,453	92,239	116,246	143,164	131,733	171,683	145,167	
April	86,267	110,401	127,561	108,103	145,844	136,532	89,724	213,149	245,200	206,540	
May	54,723	64,823	59,336	62,860	77,898	109,747	8,476	152,224	133,564	139,438	
June	95,057	101,765	95,654	102,712	112,965	148,864	83,020	188,870	160,960	196,067	
GRAND TOTAL	\$ 1,198,335	\$ 1,346,149	\$ 1,472,160	\$ 1,473,140	\$ 1,598,088	\$ 1,802,179	\$ 1,855,764	\$ 2,122,342	\$ 2,594,108	\$ 2,644,584	\$ 1,703,699
Annual AVG:	\$ 99,861	\$ 112,179	\$ 122,680	\$ 122,762	\$ 133,174	\$ 150,182	\$ 154,647	\$ 176,862	\$ 216,176	\$ 220,382	\$ 283,950
Growth Rate	-2.16%	12.33%	9.36%	0.07%	8.48%	12.77%	2.97%	14.36%	22.23%	1.95%	-35.58%
FY 2024	\$ 1,703,699	\$ 2,580,000 Total Budget		Month	YTD	Budget					
FY 2023	1,470,893	66.03% % Collected		Penalties	\$ 2,946	\$ 5,464	\$ 10,000				
Increase/(Decrease) from PY	\$ 232,806	15.83%		Interest	1,116	3,450	5,000				
				\$ 4,062	\$ 8,914	\$ 15,000					

NOTE 1: Tax is on a month lag (i.e., tax collected by lodgers in July and paid to the Village in August).

Lodgers' Tax Revenue (YTD)



Lodgers' Tax Revenue



VILLAGE OF RUIDOSO
LODGERS' TAX EXPENDITURES
FOR THE SIX MONTHS ENDING DECEMBER 31, 2023
(UNAUDITED)

	ORIGINAL BUDGET	AMENDED BUDGET	YTD ACTUAL	ENCUMBERED	REMAINING BUDGET	% USED
EXPENDITURES						
<i>PROMOTIONAL SUPPLIES</i>						
Postage & 800 Number	\$ 550	\$ 550	\$ -	\$ -	\$ 550	0.00%
Subscriptions & Dues	-	-	-	-	-	#DIV/0!
<i>SUBTOTAL Supplies</i>	<u>550</u>	<u>550</u>	<u>-</u>	<u>-</u>	<u>550</u>	<u>0.00%</u>
<i>PROMOTIONAL SERVICES</i>						
Contract Services	25,000	25,000	6,330	6,330	12,340	50.64%
Media Planning	413,800	205,840	86,650	121,310	(2,120)	101.03%
Visitors Center	227,700	227,700	46,375	181,325	-	100.00%
Convention Center	65,000	65,000	32,496	32,496	8	99.99%
Brochures/Tradeshaw	110,000	57,033	23,144	-	33,889	40.58%
Marketing and Advertising	258,050	412,017	298,811	89,998	23,208	94.37%
Special Events	120,000	120,000	43,441	43,500	33,059	72.45%
<i>SUBTOTAL Services</i>	<u>1,219,550</u>	<u>1,112,590</u>	<u>537,247</u>	<u>474,959</u>	<u>100,384</u>	<u>90.98%</u>
TOTAL Promotional Expenditures	<u>1,220,100</u>	<u>1,113,140</u>	<u>537,247</u>	<u>474,959</u>	<u>100,934</u>	<u>90.93%</u>
<i>NONPROMOTIONAL SUPPLIES</i>						
Non-Cap Furn, Fix, & Equip				-		
Signage	-	43,889	-	-	43,889	0.00%
Wingfield House	-	10,210	-	-	10,210	0.00%
<i>SUBTOTAL Supplies</i>	<u>-</u>	<u>54,099</u>	<u>-</u>	<u>-</u>	<u>54,099</u>	<u>0.00%</u>
<i>NONPROMOTIONAL SERVICES</i>						
Contract Services	76,000	95,544	25,957	59,456	10,131	89.40%
Annual Audit Contract	-	-	-	-	-	#DIV/0!
Professional Fees	-	1,540	-	1,540	-	100.00%
Software Maintenance	57,512	57,512	18,820	26,348	12,344	78.54%
Police Overtime	-	-	-	-	-	#DIV/0!
<i>SUBTOTAL Services</i>	<u>133,512</u>	<u>154,596</u>	<u>44,777</u>	<u>87,344</u>	<u>22,475</u>	<u>85.46%</u>
<i>NONPROMOTIONAL CAPITAL OUTLAY</i>						
Billy the Kid	-	6,089	6,088	-	1	99.98%
<i>SUBTOTAL Building Improvements</i>	<u>-</u>	<u>6,089</u>	<u>6,088</u>	<u>-</u>	<u>1</u>	<u>99.98%</u>
Light & Sound Package	-	44,540	-	-	44,540	0.00%
Eagle Creek Sports Complex Drain	-	12,477	431	12,046	-	100.00%
Grindstone Concession Porch Roof	-	31,355	-	-	31,355	0.00%
Grindstone Paving Project	-	7,542	5,354	2,188	-	100.00%
Eagle Creek Parking	-	39,517	-	-	39,517	0.00%
Tennis Courts School House	180,000	309,928	-	-	309,928	0.00%
Two Rivers Playground	300,000	300,000	-	-	300,000	0.00%

VILLAGE OF RUIDOSO
LODGERS' TAX EXPENDITURES
FOR THE SIX MONTHS ENDING DECEMBER 31, 2023
(UNAUDITED)

	ORIGINAL BUDGET	AMENDED BUDGET	YTD ACTUAL	ENCUMBERED	REMAINING BUDGET	% USED
Wingfield Park Electric Transformer	55,000	55,000	39,852	-	15,148	72.46%
Christmas Decoration	100,000	100,000	70,397	-	29,603	70.40%
Alto Stair	-	6,133	-	-	6,133	0.00%
Alto Stream Habitat	-	30,000	-	-	30,000	0.00%
<i>SUBTOTAL Projects/Construction</i>	<u>635,000</u>	<u>936,492</u>	<u>116,034</u>	<u>14,234</u>	<u>806,224</u>	13.91%
<i>SUBTOTAL Capital Outlay</i>	<u>635,000</u>	<u>942,581</u>	<u>122,122</u>	<u>14,234</u>	<u>806,225</u>	14.47%
TOTAL Non-Promotional Expendi	<u>768,512</u>	<u>1,151,276</u>	<u>166,899</u>	<u>101,578</u>	<u>882,799</u>	23.32%
TOTAL EXPENDITURES	<u>1,988,612</u>	<u>2,264,416</u>	<u>704,146</u>	<u>576,537</u>	<u>983,733</u>	56.56%
TRANSFERS						
Transfer Out GF - Admin Fee	125,750	125,750	171,372	-	(45,622)	136.28%
Transfer Out - Special Events Fund	625,000	625,000	-	-	625,000	0.00%
Transfer Out - Debt Service	115,049	115,049	115,042	-	7	99.99%
TOTAL TRANSFERS	<u>865,799</u>	<u>865,799</u>	<u>286,414</u>	<u>-</u>	<u>579,385</u>	33.08%
GRAND TOTAL	<u>\$ 2,854,411</u>	<u>\$ 3,130,215</u>	<u>\$ 990,560</u>	<u>\$ 576,537</u>	<u>\$ 1,563,118</u>	50.06%

BUDGET RECAP:	\$ 544,017	<small>Cash @ 06/30/23</small>
Cash Reserve	-	
<i>Available cash to rebudget</i>	<u>544,017</u>	
+ Budgeted revenues	2,595,000	
- Budgeted expenditures + transfers	<u>(3,130,215)</u>	\$ (535,215)
Ending Cash Balance	<u>\$ 8,802</u>	

PROMO vs NON-PROMO RECAP:	BUDGET	
Total Expenditures	<u>\$ 3,128,375</u>	
Promotional	<u>1,113,140</u>	35.58%
Non-Promotional	<u>\$ 2,015,235</u>	64.42%

VILLAGE OF RUIDOSO
LODGERS' TAX STATEMENT OF CASH FLOWS
FOR THE SIX MONTHS ENDING DECEMBER 31, 2023
(UNAUDITED)

<i>Cash flows from operating activities:</i>	
Cash received from lodgers	\$ 1,709,163
Cash received from other sources	1,105
Cash paid to suppliers and grantees	<u>(725,440)</u>
<i>Net cash used for operating activities</i>	<u>984,828</u>
<i>Cash flows from non-capital financing activities:</i>	
Transfer for General Fund operations	(171,372)
Transfer for Debt Service Payments	<u>(115,042)</u>
<i>Net cash used for non-capital financing activities</i>	<u>(286,414)</u>
<i>Cash flows from capital and related financing activities:</i>	
Capital grants	<u>1,840</u>
<i>Cash flows from investing activities:</i>	
Interest received	<u>3,450</u>
<i>Net increase in cash and cash equivalents</i>	703,704
<i>Cash and cash equivalents, beginning of year</i>	<u>544,017</u>
<i>Cash and cash equivalents, end of year</i>	1,247,721
Less: Reserves (Committee)	<u>-</u>
Available cash and cash equivalents	<u><u>\$1,247,721</u></u>
<i>Reconciliation of operating loss to net cash provided by operating activities:</i>	
Operating income/(loss)	\$ 1,006,122
<i>Adjustments to reconcile operating loss to net cash used for operating activities:</i>	
Increase in accounts payable	<u>(21,294)</u>
<i>Net cash provided by operating activities</i>	<u><u>\$ 984,828</u></u>

Summary of Significant Noncash Activities:

There are no significant noncash activities during the first month of the year ending June 30, 2022.



Tuesday, December 26, 2023

INSTRUCTIONS

Please submit application and funding request by May 1, 2023, for events occurring between July 1, 2023 – June 30, 2024.

The Village of Ruidoso Lodgers Tax Committee accepts applications from local organizations for financial support of events that bring visitors to the region. These public funds will be administered according to NM State Law and Village Ordinances.

1. Please review the Village of Ruidoso Lodgers' Tax [Funding Process and Allowable Expenses](#) webpage for complete instructions.
2. Submit application and funding request by **May 1, 2023** for events occurring between July 1, 2023 – June 30, 2024.
3. All events will be required to provide an outline of a marketing plan at the time of award contract signing. If the funding requests exceed \$5,000, a comprehensive marketing plan will be required for review by the Village of Ruidoso.
4. Applicants must provide proof of attendance numbers for past events. Hand counts will not be accepted.

EVENT INFORMATION

Event Name	Capitan Mountain 34 Hour
Event Date	Friday, April 19, 2024
Name of Organization Applying for Funds	Wanderlust Running Unlimited, LLC
Name of Person Submitting Application	Shane Asbury
Contact Email	shane@wanderlustrunningunlimited.com
Contact Phone Number	(512) 400-8485
Contact Address	20522 N 94th Way Scottsdale, AZ, 85255
Organizer	Shane Asbury
What is your event's total budget?	\$25000.00
Amount Requested (\$)	5000

EVENT DETAILS

Event Start Date Friday, April 19, 2024

Event End Date Saturday, April 20, 2024

Description of Event

CAPITAN 34 HR
34 Hour Time Limit
Thursday-

Packet Pick up
Smokey Bear Museum
3pm-7pm

118 Smokey Bear Blvd, Capitan, NM 88316

"Hotfoot" was a badly burned black bear cub found in 1950 by firefighters after a devastating blaze in New Mexico's Lincoln National Forest. When the cub healed, he was rechristened Smokey Bear, and he came to personify the advertising character created during World War II to dissuade campers from carelessly destroying the war effort's lumber supply.

Smokey moved to Washington, DC, and took up residence at the National Zoo alongside fellow celebrity Ham, the Astrochimp. Millions paid their respects over the years. Smokey was so popular, he had his own ZIP code.

Smokey died during the Bicentennial year, and was taken home and buried under dark of night on Nov. 9, 1976, on the grounds of the Smoky Bear Museum. A tree planted next to the spot is nourished, as in some way are all trees, by the great bear himself.

Friday- 6am start- 34 hour Cut off

Friday & Saturday- Food Truck on Site serving runners

Saturday-4pm Course closes

Race day food truck provided by event registration

Awards:
100 Mile - Buckles

80 Mile- Smokey 80th Birthday Buckle
(yes if you hit 80 and 100 miles - you get both buckles !!)

All other distances -Medals

NO DNF !! - This is a no DNF event ! Times will be collected at 25K and up ! This is a chance for you to go further then you ever have before without any stress!!

Course: This course is compact and designed for you not to need a crew or pacer. The course very simple and highly manageable from beginner to old timer to gritty mtn runners ! This event is about community and coming together to help others reach new distances and PRs !!

Estimated Attendance 300

Attendance Numbers from Last Year (if not a new event) new event

Anticipated Number of Hotel Rooms Booked 100-150

How is Attendance Measured? registration report

Have you discussed special room packages with any Lincoln County lodgers? If so, which ones?

Best Western, MGM Elegante Resort, Elevate Hotel

What percentage of your advertising budget will be spent outside of Lincoln County? 90%

Do you have an event website? YES

If yes, please provide the event URL <https://ultrasignup.com/register.aspx?did=104827>,
<https://yetitrailrunners.com/yeti-races/>

MARKETING BUDGET PLAN

Eligible Marketing Expenses: Please identify any eligible event marketing expenses, including radio, television, newspaper, billboards, or magazine advertisements, posters, brochures, flyers, postcards, or other printed marketing materials.

	Publication/Platform/Vendor	Frequency/Run Dates	Amount (\$)
1	Facebook	weekly	\$200
2	ATA Trail Publication	monthly	\$500
3			
4			
5			
6			
7			

ADDITIONAL ELIGIBLE EXPENSES: Please identify any eligible event expenses that will be needed. Eligible expenses include Free T-shirts for registered participants or attendees (Note: T-shirts sold or distributed to event staff are not eligible), security and/or police services, fire and/or emergency services, and sanitation.

	Expense Details	Amount (\$)
1	T-Shirts	\$2800
2	Medals / Belt Buckles	\$5000
3		
4		
5		
6		
7		
8		
9		
10		

FINANCIAL DISCLOSURE CHECKLIST

All applicants for Lodgers' Tax funding must submit the following items WITH THE APPLICATION. Failure to do so will result in an incomplete application that will not be reviewed until complete:

- IRS Form W-9 Request for Taxpayer Identification Number and Certification. [Click here to](#)

[download a fillable W-9 form](#). The completed form can be uploaded on the next page.

Completed W-9 File Upload



What is your median ticket/registration price? \$260

APPLICATION TERMS & CONDITIONS

- 1. I UNDERSTAND THAT THESE ARE PUBLIC FUNDS, AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND VILLAGE ORDINANCES.
- 2. I AGREE TO SUBMIT A FOLLOW-UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT, OR THE FUNDS CAN BE FORFEITED.
- 3. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE VILLAGE OF RUIDOSO AND THE ORGANIZATION TO RECEIVE THE FUNDS SHOULD THE FUNDS BE APPROVED BY THE LODGERS' TAX COMMITTEE AND THE VILLAGE OF RUIDOSO GOVERNING BODY.
- 4. I ALSO UNDERSTAND THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED IN THE APPLICATION.

Application Agreement

I agree to the terms and conditions

APPLICANT INFORMATION

Name of Applicant Making Request Shane Asbury

Applicant Email shane@wanderlustrunningunlimited.com

Applicant Address 20522 N 94th Way
Scottsdale, AZ, 85255

Applicant Phone Number (512) 400-8485

Application Date Submitted Tuesday, December 26, 2023

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Shane Asbury</p>	
	<p>2 Business name/disregarded entity name, if different from above Wanderlust Running Unlimited</p>	
	<p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input type="checkbox"/> Other (see instructions) ▶ _____</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
	<p>5 Address (number, street, and apt. or suite no.) See instructions. 20522 N 94th Way</p>	<p>Requester's name and address (optional)</p>
	<p>6 City, state, and ZIP code Scottsdale AZ 85255</p>	
	<p>7 List account number(s) here (optional)</p>	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
8	4	-	2	0	8	2	9	7	6

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶ _____
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Event Economic Impact Calculator

How to Use This Worksheet:

This calculator is designed to give event organizers and community stakeholders a general idea of the direct economic impact of your event. It is strongly recommended that users collect all the necessary data inputs before beginning to use the calculator. Data for the calculator will require on-site or post-event surveying. It is worth stressing that the quality of outputs will only be as good as the quality of the inputs. In other words, if event organizers underestimate or exaggerate inputs, the results will represent either an underestimation or exaggeration of the overall economic impact.

Please enter data into the highlighted cells only.

Number of Tickets Sold:	300				
Price per Ticket:	\$ 35.00	Average Daily Spend on Food and Beverage:	\$ 150.00	Total Direct Economic Impact:	\$ 226,500.00
Direct Ticket Spending:	\$ 10,500.00	Total Food and Beverage Spending:	\$ 45,000.00	Total Outside Economic Impact:	\$ 196,350.00
Number of Attendees:	300	Total Outside Food and Beverage Spending:	\$ 31,500.00	Total Direct Economic Impact, Less Tickets:	\$ 216,000.00
Percent from outside community:	70%	Average Daily Spending on Other:	\$ 150.00	Total Direct Outside Economic Impact, Less Tickets:	\$ 189,000.00
Total Outside Attendees:	210	Total Other Spending:	\$ 45,000.00		
Average Number of Days Attended:	1	Total Outside Other Spending:	\$ 31,500.00		
Average Number of Nights in Market:	2	Ticket Sales, Outside:	\$ 7,350.00		
Percent of Attendees Staying at Commercial Lodging:	70%				
Average Nightly Lodging Cost:	\$ 150.00				
Total Lodging Nights:	420				
Direct Lodging Spend:	\$ 126,000.00				



Wednesday, January 17, 2024

INSTRUCTIONS

Please submit application and funding request by May 1, 2023, for events occurring between July 1, 2023 – June 30, 2024.

The Village of Ruidoso Lodgers Tax Committee accepts applications from local organizations for financial support of events that bring visitors to the region. These public funds will be administered according to NM State Law and Village Ordinances.

1. Please review the Village of Ruidoso Lodgers' Tax [Funding Process and Allowable Expenses](#) webpage for complete instructions.
2. Submit application and funding request by **May 1, 2023** for events occurring between July 1, 2023 – June 30, 2024.
3. All events will be required to provide an outline of a marketing plan at the time of award contract signing. If the funding requests exceed \$5,000, a comprehensive marketing plan will be required for review by the Village of Ruidoso.
4. Applicants must provide proof of attendance numbers for past events. Hand counts will not be accepted.

EVENT INFORMATION

Event Name	Lincoln Forest Renaissance Fair
Event Date	Friday, May 17, 2024
Name of Organization Applying for Funds	Oso Productions
Name of Person Submitting Application	Sydnee Mowery
Contact Email	info@osoproductionsruidoso.com
Contact Phone Number	(512) 888-4719
Contact Address	PO Box 7612 Ruidoso, New Mexico, 88345
Organizer	Oso Productions
What is your event's total budget?	70,100
Amount Requested (\$)	15000

EVENT DETAILS

Event Start Date Friday, May 17, 2024

Event End Date Saturday, June 18, 2022

Description of Event

We are seeking a grant to support our nonprofit theater organization in hosting a two-day Renaissance Fair that promises to be an extraordinary cultural event. Our fair is a celebration of the arts and history, aiming to transport attendees to the enchanting world of the Renaissance era. With a diverse range of activities, including vendor markets, thrilling combat displays, captivating stage performances, and pirate adventures, our event offers a unique and immersive experience for the entire family. We believe that this fair will not only entertain but also educate and inspire our community, fostering a deeper appreciation for history and the performing arts. The grant would play a crucial role in ensuring the success of this event, allowing us to provide a memorable and enriching experience for all attendees.

Estimated Attendance 4000

Attendance Numbers from Last Year (if not a new event) 0

Anticipated Number of Hotel Rooms Booked 2000

How is Attendance Measured? tickets

Have you discussed special room packages with any Lincoln County lodgers? If so, which ones?

We have not started the process of reaching out to lodgers but will be seeking hotel sponsors for both vendors and attendees

What percentage of your advertising budget will be spent outside of Lincoln County? 60%

Do you have an event website? YES

If yes, please provide the event URL <https://www.lincolnforestrenfair.com>

MARKETING BUDGET PLAN

Eligible Marketing Expenses: Please identify any eligible event marketing expenses, including radio, television, newspaper, billboards, or magazine advertisements, posters, brochures, flyers, postcards, or other printed marketing materials.

	Publication/Platform/Vendor	Frequency/Run Dates	Amount (\$)
1	Marketing professional		2000
2	Print based		1000
3	Display and event set up		1500
4	bathrooms		500
5			
6			
7			

ADDITIONAL ELIGIBLE EXPENSES: Please identify any eligible event expenses that will be needed. Eligible expenses include Free T-shirts for registered participants or attendees (Note: T-shirts sold or distributed to event staff are not eligible), security and/or police services, fire and/or emergency services, and sanitation.

	Expense Details	Amount (\$)
1	medieval fighters	6000
2	Pirate performers	1800
3	Bands and additional performers	2200
4		
5		
6		
7		
8		
9		
10		

FINANCIAL DISCLOSURE CHECKLIST

All applicants for Lodgers' Tax funding must submit the following items WITH THE APPLICATION. Failure to do so will result in an incomplete application that will not be reviewed until complete:

- IRS Form W-9 Request for Taxpayer Identification Number and Certification. [Click here to download a fillable W-9 form](#). The completed form can be uploaded on the next page.

Completed W-9 File Upload


fw9.pdf

What is your median ticket/registration price?

30

APPLICATION TERMS & CONDITIONS

- I UNDERSTAND THAT THESE ARE PUBLIC FUNDS, AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND VILLAGE ORDINANCES.
2. I AGREE TO SUBMIT A FOLLOW-UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT, OR THE FUNDS CAN BE FORFEITED.
 3. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE VILLAGE OF RUIDOSO AND THE ORGANIZATION TO RECEIVE THE FUNDS SHOULD THE FUNDS BE APPROVED BY THE LODGERS' TAX COMMITTEE AND THE VILLAGE OF RUIDOSO GOVERNING BODY.
 4. I ALSO UNDERSTAND THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED IN THE APPLICATION.

Application Agreement

I agree to the terms and conditions

APPLICANT INFORMATION

Name of Applicant Making Request Sydnee Mowery

Applicant Email info@osoproductionsruidoso.com

Applicant Address PO Box 7612
Ruidoso, New Mexico, 88355

Applicant Phone Number (512) 888-4719

Application Date Submitted Wednesday, January 17, 2024

Event Economic Impact Calculator

How to Use This Worksheet:

This calculator is designed to give event organizers and community stakeholders a general idea of the direct economic impact of your event. It is strongly recommended that users collect all the necessary data inputs before beginning to use the calculator. Data for the calculator will require on-site or post-event surveying. It is worth stressing that the quality of outputs will only be as good as the quality of the inputs. In other words, if event organizers underestimate or exaggerate inputs, the results will represent either an underestimation or exaggeration of the overall economic impact.

Please enter data into the highlighted cells only.

Number of Tickets Sold:	3000		
Price per Ticket:	\$ 30.00	Average Daily Spend on Food and Beverage:	\$ 150.00
Direct Ticket Spending:	\$ 90,000.00	Total Food and Beverage Spending:	\$ 1,200,000.00
Number of Attendees:	4000	Total Outside Food and Beverage Spending:	\$ 720,000.00
Percent from outside community:	60%	Average Daily Spending on Other:	\$ 150.00
Total Outside Attendees:	2400	Total Other Spending:	\$ 1,200,000.00
Average Number of Days Attended:	2	Total Outside Other Spending:	\$ 720,000.00
Average Number of Nights in Market:	2	Ticket Sales, Outside:	\$ 54,000.00
Percent of Attendees Staying at Commercial Lodging:	60%		
Average Nightly Lodging Cost:	\$ 150.00		
Total Lodging Nights:	4800		
Direct Lodging Spend:	\$ 1,440,000.00		
		Total Direct Economic Impact:	\$ 3,930,000.00
		Total Outside Economic Impact:	\$ 2,934,000.00
		Total Direct Economic Impact, Less Tickets:	\$ 3,840,000.00
		Total Direct Outside Economic Impact, Less Tickets:	\$ 2,880,000.00



Friday, January 19, 2024

INSTRUCTIONS

Please submit application and funding request by May 1, 2023, for events occurring between July 1, 2023 – June 30, 2024.

The Village of Ruidoso Lodgers Tax Committee accepts applications from local organizations for financial support of events that bring visitors to the region. These public funds will be administered according to NM State Law and Village Ordinances.

1. Please review the Village of Ruidoso Lodgers' Tax [Funding Process and Allowable Expenses](#) webpage for complete instructions.
2. Submit application and funding request by **May 1, 2023** for events occurring between July 1, 2023 – June 30, 2024.
3. All events will be required to provide an outline of a marketing plan at the time of award contract signing. If the funding requests exceed \$5,000, a comprehensive marketing plan will be required for review by the Village of Ruidoso.
4. Applicants must provide proof of attendance numbers for past events. Hand counts will not be accepted.

EVENT INFORMATION

Event Name	Lion Fight 76
Event Date	Saturday, April 13, 2024
Name of Organization Applying for Funds	Lion Fight Promotions LLC
Name of Person Submitting Application	Scott Kent
Contact Email	scott@lionfight.com
Contact Phone Number	(702) 499-7773
Contact Address	7785 Buckwood court Las Vegas, NV, 89149
Organizer	Scott Kent
What is your event's total budget?	\$90,000
Amount Requested (\$)	25000

EVENT DETAILS

Event Start Date Saturday, April 13, 2024

Event End Date Saturday, April 13, 2024

Description of Event
Professional Muay show

Estimated Attendance 1500

Attendance Numbers from Last Year (if not a new event) New event

Anticipated Number of Hotel Rooms Booked 90 over 3 days

How is Attendance Measured? Tickets

Have you discussed special room packages with any Lincoln County lodgers? If so, which ones?
Not yet

What percentage of your advertising budget will be spent outside of Lincoln County? Half

Do you have an event website? YES

If yes, please provide the event URL Lionfight.com

MARKETING BUDGET PLAN

Eligible Marketing Expenses: Please identify any eligible event marketing expenses, including radio, television, newspaper, billboards, or magazine advertisements, posters, brochures, flyers, postcards, or other printed marketing materials.

	Publication/Platform/Vendor	Frequency/Run Dates	Amount (\$)
1	Worldwide live stream		
2	Fight posters		
3	Social media add buys		
4	Local/regional radio		
5			
6			
7			

ADDITIONAL ELIGIBLE EXPENSES: Please identify any eligible event expenses that will be needed. Eligible expenses include Free T-shirts for registered participants or attendees (Note: T-shirts sold or distributed to event staff are not eligible), security

	Expense Details	Amount (\$)
1	Ring	

and/or police services, fire and/or emergency services, and sanitation.

	Expense Details	Amount (\$)
2	Fighter apparel and equipment	
3	Ring girls	
4		
5		
6		
7		
8		
9		
10		

FINANCIAL DISCLOSURE CHECKLIST

All applicants for Lodgers' Tax funding must submit the following items WITH THE APPLICATION. Failure to do so will result in an incomplete application that will not be reviewed until complete:

- IRS Form W-9 Request for Taxpayer Identification Number and Certification. [Click here to download a fillable W-9 form](#). The completed form can be uploaded on the next page.

Completed W-9 File Upload

What is your median ticket/registration price?

\$50

APPLICATION TERMS & CONDITIONS

1. I UNDERSTAND THAT THESE ARE PUBLIC FUNDS, AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND VILLAGE ORDINANCES.
2. I AGREE TO SUBMIT A FOLLOW-UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT, OR THE FUNDS CAN BE FORFEITED.
3. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE VILLAGE OF RUIDOSO AND THE ORGANIZATION TO RECEIVE THE FUNDS SHOULD THE FUNDS BE APPROVED BY THE LODGERS' TAX COMMITTEE AND THE VILLAGE OF RUIDOSO GOVERNING BODY.
4. I ALSO UNDERSTAND THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED IN THE APPLICATION.

Application Agreement

I agree to the terms and conditions

APPLICANT INFORMATION

Name of Applicant Making Request	Scott Kent
Applicant Email	scott@lionfight.com
Applicant Address	7785 Buckwood court Las Vegas, NV, 89149
Applicant Phone Number	(702) 499-7773
Application Date Submitted	Wednesday, January 17, 2024

Event Economic Impact Calculator

How to Use This Worksheet:

This calculator is designed to give event organizers and community stakeholders a general idea of the direct economic impact of your event. It is strongly recommended that users collect all the necessary data inputs before beginning to use the calculator. Data for the calculator will require on-site or post-event surveying. It is worth stressing that the quality of outputs will only be as good as the quality of the inputs. In other words, if event organizers underestimate or exaggerate inputs, the results will represent either an underestimation or exaggeration of the overall economic impact.

Please enter data into the highlighted cells only.

Number of Tickets Sold:	1500
Price per Ticket:	\$ 50.00
Direct Ticket Spending:	\$ 75,000.00
Number of Attendees:	1500
Percent from outside community:	50%
Total Outside Attendees:	750
Average Number of Days Attended:	2
Average Number of Nights in Market:	2
Percent of Attendees Staying at Commercial Lodging:	80%
Average Nightly Lodging Cost:	\$ 200.00
Total Lodging Nights:	2400
Direct Lodging Spend:	\$ 960,000.00

Average Daily Spend on Food and Beverage:

\$ 175.00

Total Food and Beverage Spending:
Total Outside Food and Beverage Spending:

\$ 525,000.00

\$ 262,500.00

Average Daily Spending on Other:

\$ 200.00

Total Other Spending:
Total Outside Other Spending:

\$ 600,000.00

\$ 300,000.00

Ticket Sales, Outside:

\$ 37,500.00

Total Direct Economic Impact:

\$ 2,160,000.00

Total Outside Economic Impact:

\$ 1,560,000.00

Total Direct Economic Impact, Less Tickets:

\$ 2,085,000.00

Total Direct Outside Economic Impact, Less Tickets:

\$ 1,522,500.00

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W-9

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Rev. October 2010
Department of the Treasury
Internal Revenue Service

Go to www.irs.gov/Form990 for instructions and the latest information.

Name (print or type) Stacy Lynn Heath

Address (print or type) 1111 North Highway 100

City, State, and ZIP code San Diego, CA 92108

Business name (print or type) Stacy Lynn Heath LLC

Business structure Sole proprietorship Partnership S Corporation C Corporation Trust Estate Other Partnership

Check all that apply:

I am an individual. I am not an estate or a trust. I am not a partner in a partnership or a limited liability company (LLC). I am not a sole proprietor.

I am a sole proprietor.

I am a partner in a partnership or a limited liability company (LLC).

I am an estate or a trust.

I am a partner in a partnership or a limited liability company (LLC) and I am not an individual.

I am a sole proprietor.

I am an estate or a trust.

I am a partner in a partnership or a limited liability company (LLC) and I am not an individual.

Part 1 Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN), except for a married alien, sole proprietor, or independent contractor. See the instructions for Part 1, line 1. For other entities, a TIN is your employer identification number (EIN). If you do not have a number, see line 2 to get the TIN.

TIN (print or type) 27-3946054

Part 2 Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am acting as a preparer for an individual whose TIN has not been obtained by the Internal Revenue Service (IRS) that can be used to backup withholding, or I am a partner in a partnership or a limited liability company (LLC) that has not been obtained by the IRS and the number shown on this form is the correct TIN for backup withholding; and

2. I am a U.S. citizen or other U.S. person (defined below); and

3. The TIN shown on this form is the correct TIN for backup withholding (or I am acting as a preparer for an individual whose TIN has not been obtained by the IRS and the number shown on this form is the correct TIN for backup withholding).

Signature [Signature] **Date** 1/11/24

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, visit our website at www.irs.gov/form990.

Purpose of Form

An individual or entity (other than a recipient who is required to file an information return with the IRS) must obtain your correct taxpayer identification number (TIN), which may be your social security number (SSN), individual taxpayer identification number (ITIN), employer identification number (EIN), or another taxpayer identification number (TIN), to report an information return to you, or other person responsible for an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (Interest income or paid)

- Form 1099-DIV (Dividends, including Form 1099-DIV-INT or Form 1099-DIV-INT-INT)
 - Form 1099-B (Interest, dividends, annuities, royalties, or gross proceeds)
 - Form 1099-ORD (Orders for medical food items and certain other medications by prescription)
 - Form 1099-C (Proceeds from real estate transactions)
 - Form 1099-K (Merchant card and PayPal payment transactions)
 - Form 1099-MISC (Miscellaneous income, other than Form 1099-NEC)
 - Form 1099-NEC (Non-employee compensation)
 - Form 1099-R (Pensions or distributions of annuities and IRA)
- If you receive Form W-9 from the requester with a TIN, you may be subject to backup withholding. See What Is Backup Withholding, 990.