

107  
**City of Las Cruces**<sup>®</sup>  
 PEOPLE HELPING PEOPLE

**Council Action and Executive Summary**

Item # 10 Ordinance/Resolution# 10-283 Council District: All

For Meeting of May 17, 2010  
 (Adoption Date)

**TITLE:** A RESOLUTION AUTHORIZING THE CITY OF LAS CRUCES CONVENTION & VISITORS BUREAU TO APPLY TO THE NEW MEXICO TOURISM DEPARTMENT FOR GRANT FUNDS IN THE AMOUNT NOT TO EXCEED \$20,000 FOR FISCAL YEAR 2010-2011 UNDER THE COOPERATIVE MARKETING PROGRAM WHICH REQUIRES A 300 PERCENT MATCH.

**PURPOSE(S) OF ACTION:** Permission is being requested for the Las Cruces Convention & Visitors Bureau (CVB) to apply to the New Mexico Tourism Department for up to \$20,000 in grant funds under the Cooperative Marketing Program to further enhance the advertising opportunities for Las Cruces during Fiscal Year 2010-2011.

Name of Drafter: Ken Mompellieri <i>Ken Mompellieri</i>		Department: Public Services/CVB		Phone: 541-2166	
Department	Signature	Phone	Department	Signature	Phone
Originating Department	<i>Ken Mompellieri</i>	528-3477	Budget	<i>Richard M. ...</i>	
			Assistant City Manager	<i>...</i>	2271
Legal	<i>...</i>	541-2128	City Manager	<i>...</i>	2076

**BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:** The CVB has been a recipient of Cooperative Marketing Program funds for the past 13 years. The additional funding has allowed for an expanded national advertising campaign that has proven to be very effective with increased visitor inquiries and increased website visits. The additional exposure has also been a very important factor in maintaining adequate hotel occupancy rates and Lodger's Tax collections thus stimulating the local economy.

The CVB received the request for proposal from the New Mexico Tourism Department for Fiscal Year 2010-2011 Cooperative Advertising Program on April 28, 2010 and must submit the application by the end of May 2010 in order to meet the required deadline. A 300 percent match will be required for this particular grant. A budget adjustment to match the award amount will be necessary to assist in the support of the 300 percent match which is mandatory. The maximum amount that can be awarded to any individual organization is \$20,000.

The grant will allow the CVB to further its advertising campaign (print, outdoor, website development, etc.) to enhance overnight business to Las Cruces from the convention, sports, group tour and leisure markets, thus increasing the Lodger's Tax collections.

**SUPPORT INFORMATION:**

<b>Fund Name / Account Number</b>	<b>Amount of Expenditure</b>	<b>Budget Amount</b>
n/a	n/a	n/a

1. Resolution.
2. Exhibit "A" - Grant Overview Worksheet

**OPTIONS / ALTERNATIVES:**

1. Vote "Yes" and approve the Resolution, which will authorize the City of Las Cruces Convention & Visitors Bureau to apply to the New Mexico Tourism Department for grant funds in the amount not to exceed \$20,000 for Fiscal Year 2010-11 under the Cooperative Marketing Program which requires a 300 percent match which will allow expansion of the current advertising campaign and allow us to meet the established deadline.
2. Vote "No" and not allow the CVB to apply for grant funding which will limit the proposed advertising campaign and may also affect hotel occupancy and Lodger's Tax collections due to less exposure.
3. "Amend" and direct staff to pursue other options. This would not allow the CVB adequate time to meet the established deadline and we would not have the opportunity to obtain up to \$20,000 in grant funds to enhance our advertising efforts.

**A RESOLUTION AUTHORIZING THE CITY OF LAS CRUCES CONVENTION & VISITORS BUREAU TO APPLY TO THE NEW MEXICO TOURISM DEPARTMENT FOR GRANT FUNDS IN THE AMOUNT NOT TO EXCEED \$20,000 FOR FISCAL YEAR 2010-2011 UNDER THE COOPERATIVE MARKETING PROGRAM WHICH REQUIRES A 300 PERCENT MATCH.**

The City Council of the City of Las Cruces is informed that:

**WHEREAS**, the New Mexico Tourism Department (NMTD), through the Cooperative Marketing Program, is soliciting proposals for advertising contracts in furtherance of the NMTD's marketing programs; and

**WHEREAS**, the Las Cruces Convention & Visitors Bureau (CVB) received a Request for Proposal for Fiscal Year 2010-2011 on April 28th; and

**WHEREAS**, this is the thirteenth year the Las Cruces Convention & Visitors Bureau (CVB) has applied for and received funding from the NMTD; and

**WHEREAS**, the City of Las Cruces is eligible to apply for and receive a grant for Fiscal Year July 1, 2010, through June 30, 2011; and

**WHEREAS**, the grant requires a 300 percent match and the CVB Fund has adequate funding to match the award amount; and

**WHEREAS**, the grant will allow the CVB to further its advertising campaign to enhance overnight business to Las Cruces from the convention, sports, group tour and leisure markets, thus increasing the Lodger's Tax collections.

**NOW, THEREFORE**, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT the City of Las Cruces endorses and supports such a program for the City as indicated in the Grant Overview Worksheet designated as Exhibit "A", attached hereto and made a part hereof.

(II)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE and APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

APPROVED:

(SEAL)

ATTEST:

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

Moved by: \_\_\_\_\_

Seconded by: \_\_\_\_\_

APPROVED AS TO FORM:

VOTE:

Mayor Miyagishima: \_\_\_\_\_  
Councillor Silva: \_\_\_\_\_  
Councillor Connor: \_\_\_\_\_  
Councillor Pedroza: \_\_\_\_\_  
Councillor Small: \_\_\_\_\_  
Councillor Sorg: \_\_\_\_\_  
Councillor Thomas: \_\_\_\_\_

*Antony*   
\_\_\_\_\_  
City Attorney

## GRANT OVERVIEW WORKSHEET

**Title of Grant Program:** New Mexico Tourism Department Cooperative Marketing

**Funding Organization:** New Mexico Tourism Department

**Section Applying:** Convention & Visitors Bureau

---

**Description of Proposed Project:** July 1, 2010 thru June 30, 2011

---

<b>Strategic Plan</b>	<b>Goal: E</b>	<b>Objective: 1</b>	<b>Strategic Plan: E</b>
<b>Performance Budget</b>	<b>Goal: 3</b>	<b>Objective:</b>	<b>Strategic Plan:</b>

---

- Existing City Programs/Efforts** (Ex: request for environmentally-friendly weed management. Parks and Recreation Section's existing budget and work activities include weed management)
- Expansion of Existing Program/Efforts** (Ex: request for advertising to increase public awareness of the Farmer's market. The advertising campaign will be an increase over current activities/budget)
- New Initiative, Not Budgeted** (Ex: request to implement a recreational activity that is currently not included in the City's recreations programs)
- 

**Project Maintenance** *If the grant specifies that the project must be maintained/operated after the grant period ends, list the requirements:*

n/a

---

**Amount Section anticipates requesting:** \$20,000

**Match Requirement (%)** 300%

**Projected Match In-kind:**

**Cash:** \$60,000

**Match Source:** Lodger's Tax Revenues (CVB Fund)

---

**Grant Application Due:** June 10, 2010

**Grant Duration** (Months/years): 1 year

**MOU or Joint Powers Agreement Required:**  Yes

**Grant Collaborators** (List other City Departments or Outside Agencies):

n/a

---

**Employees To Be Hired** (number to be hired, full-time or part-time positions and 1 sentence job responsibilities):

n/a

---

# GRANT OVERVIEW WORKSHEET

**Grant Manager** *(Responsible for contract, project operations, budget management, and reports as prescribed)*

**Name:** Connie Maifeld

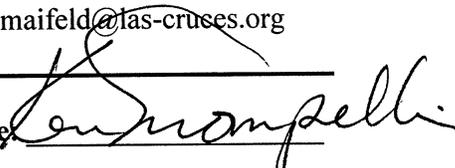
**Title:** Office Assistant

**Phone:** 541-2361

**E-mail:** cmaifeld@ias-cruces.org

---

**Submitted by:** Ken Mompellier

**Signature:** 

**Date:** April 29, 2010

**Reviewed & Approved by:**

**Signature:** \_\_\_\_\_

**Date:**