

Special Events Funding Process and Policy

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Staff will present the level of support the City of Las Cruces provides to city funded organized and planned events as well as those activities and outside events the city supports.

Special Events Support

Strategic Plan 2

Acknowledge & Promote Our Community Identity

2.2 Promote Unique Cultural Heritage

2.2.3 Provide Support to Community Festival

The CLC is promoted as a community partner.

Staff must ensure that:

1. The CLC stays within Budget.
2. The program is offered to all interested parties.
3. An application process for funding, staff support and other activities is available.

Services provided to outside organizations!

- **Through overtime, or compensatory time and regular hours;**
- **By way of sponsorship funding;**
- **Other activities such as Las Cruces Day in Santa Fe, Council special activities;**
 - **District/Neighborhood meetings**
 - **Information Fair.**

Special Events

Community Special Events FY 10-11

Funded through Community Special Events Budget (CSE)

City Funded, Planned and Organized Events

Overtime	\$36,530	
Operating	<u>\$167,591</u>	
	\$204,121	(Budgeted)
Outside Events		
Overtime	\$95,956	(Budgeted)
Total CSE	\$300,077	

Special Events

Community Special Events FY 10-11

Outside Events (Absorbed)

Overtime Expenses Operating Expenses

Police Dept.	\$130,272	
Park & Rec.	\$ 27,524	\$17,956
Fire Dept.	\$ 7,463	
Others	<u>\$ 3,670</u>	
	\$168,929	

Total (Absorbed by Depts.) \$168,929

Total (Budgeted CSE) \$300,077

Total (FY 10-11) \$486,962

Special Events

- **Budgeted FY 11-12 (CSE)**

\$323,642

City of Las Cruces Events:

- Fourth of July Celebration
- Music in the Park Series
- Christmas Tree Lighting Ceremony

Outside Events (Overtime):

The Whole Enchilada Fiesta, Renaissance Craftfaire, Mariachi Festival, Gus Macker, March for Babies, MV Balloon Rally, Veteran's Day Parade, Kiwanis Kars for Kids, Spring Fest Egg Hunt, Las Cruces Marathon, SalsaFest, WinterFest.

Recommendation

Staff proposes:

- 1. An application process requesting City Services.**
- 2. An application process requesting funding of special activities (LCDSF, Lending Fair).**

Special Events

Proposed Application Process

- **Provides funding to cover City Services through Community Special Events (CSE);**
- **Evaluation criteria will be established to determine level of support based on budgeted funds;**
- **Organizations may apply for Services and Funds related to special events;**
- **Completed application returned for the City's review by City Manager;**
- **The Process goes into effect in July 2012.**

Sponsorship Funding (CVB)

\$40,000

- **To be in compliance with State Lodgers' Tax statutes and the eligible uses of tax proceeds the current program needs to be amended.**
- **Per section 3-38-21 of the Lodgers' Tax Act**
Proceeds from the tax may be used to defray costs of:
Advertising, publicizing and promoting tourist-related attractions, facilities and events of the municipality or county and tourist facilities or attractions within the area.

Sponsorship Funding (CVB), continued

- **Per section 3-38-14. Definitions**

“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!**

Sponsorship Funding (CVB), continued

Recommendation:

Adhere to the regulations prescribed by the statute.

- Applicants would need to submit a media plan with application to CVB Board;
- CVB Lodgers' Tax Board would oversee the distribution of funds with award recommendation to City Manager;
- Award recipients would need to submit original invoices and tear-sheets or affidavits of advertisements.