



City of Las Cruces®

PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 12Ordinance/Resolution# 17-027For Meeting of _____
(Ordinance First Reading Date)For Meeting of August 15, 2016
(Adoption Date)

Please check box that applies to this item:

 QUASI JUDICIAL LEGISLATIVE ADMINISTRATIVE

TITLE: A RESOLUTION ADOPTING THE CITY OF LAS CRUCES (CITY) SPONSORED EVENTS FROM THE CITY'S GENERAL FUND FOR THE APPLICATION AWARD PERIOD OF JULY 15, 2016.

PURPOSE(S) OF ACTION:

Authorization to award City Sponsored Event funding.

COUNCIL DISTRICT: ALL		
<u>Drafter/Staff Contact:</u> Janice L. Jones	<u>Department/Section:</u> Administration/City Manager	<u>Phone:</u> 541-2076
<u>City Manager Signature:</u>		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

Resolution No. 16-122 adopted the City Event Sponsorship Policy (Policy) on December 7, 2015. Upon adoption of the Policy, the City Manager appointed a committee to review applications of and recommend sponsorship funding from the General Fund for the review and approval by the City Council. The City's Event Sponsorship Committee (Committee) consisted of: Phil San Filippo, Convention and Visitors Bureau Executive Director; Sonya Delgado, Parks and Recreation Director; Udell Vigil, Director of Communications; Barbara DeLeon, Acting Special Projects Manager, and Janice L. Jones, Office Manager Senior.

During the middle of June, 2016, the City made notification via the City's website, press releases, and email notifications to known, interested parties that were contemplating submitting an application for a City sponsored event for the FY2017, July 15, 2016, submission deadline.

Twelve applications were received by the prescribed deadline. Seven applications were excluded from the consideration: three were incomplete; one is being referred to the City's Economic Development Office for other funding consideration; three were submitted by the same agency that currently receives City funding for use of a City-owned facility. The Committee is recommending award of five events for a total award of \$22,500.00 of the \$50,000.00

(Continue on additional sheets as required)

available from the General Fund in FY2017. The remaining funds of \$27,500.00 is being held for the December 15, 2016 funding cycle.

The funded events, sponsoring agency, and recommended funding amounts are as follows:

Event Name & Date:	Event Category: *	Sponsoring Agency:	Recommended Funding:
Chile Drop (12/31/2016)	QoL	Project Main Street	\$3,000.00
Critter Christmas	QoL	Spay and Neuter Action Program (SNAP)	\$6,000.00
2016-17 Concert Season	QoL	Las Cruces Symphony Association	\$6,000.00
Mudd Volleyball Tourney	QoL	Big Brothers Big Sisters, Mountain Region	\$2,500.00
The Big Event	QoL	CARE/Cancer Aid Resource & Education, Inc.	\$5,000.00
Grand Total:			\$22,500.00

* QoL = Quality of Life

SUPPORT INFORMATION:

1. Resolution.
2. Attachment "A", City Event Sponsorship Applications.

SOURCE OF FUNDING:

Is this action already budgeted?	Yes	<input checked="" type="checkbox"/>	See fund summary below
	No	<input type="checkbox"/>	If No, then check one below:
	<i>Budget Adjustment Attached</i>	<input type="checkbox"/>	Expense reallocated from:
		<input type="checkbox"/>	Proposed funding is from a new revenue source (i.e. grant; see details below)
		<input type="checkbox"/>	Proposed funding is from fund balance in the ____ Fund.
Does this action create any revenue?	Yes	<input type="checkbox"/>	Funds will be deposited into this fund: _____ in the amount of \$ _____ for FY ____.
	No	<input checked="" type="checkbox"/>	There is no new revenue generated by this action.

BUDGET NARRATIVE

Funding (\$50,000.00) was included in the FY2017 General Fund budget within the Legislative Reserve account, which was approved on May 2, 2016.

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds FY	Remaining Funds	Purpose for Remaining Funds
General	11010000- 721080- 10179	\$22,500.00	\$50,000.00	\$27,500.00	Funding for future City sponsored event expenses

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; and adopt the Resolution to approve sponsorship funding for five events as recommended by the Committee during the July 15th timeframe.
2. Vote "No"; and disapprove the Resolution to not sponsor the five events as recommended by the Committee.
3. Vote "Amend"; the Resolution would be amended based on direction provided by the City Council to staff.
4. Vote to "Table"; the Resolution to a date specific to provide time to gather more information.

REFERENCE INFORMATION:

The resolution(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

1. Resolution No. 16-122.



City of Las Cruces⁶

PEOPLE HELPING PEOPLE

COUNCIL ACTION AND EXECUTIVE SUMMARY PACKET ROUTING SLIP

For Meeting of _____
(Ordinance First Reading Date)

For Meeting of August 15, 2016
(Adoption Date)

TITLE:

A RESOLUTION ADOPTING THE CITY OF LAS CRUCES (CITY) SPONSORED EVENTS FROM THE CITY'S GENERAL FUND FOR THE APPLICATION AWARD PERIOD OF JULY 15, 2016.

Purchasing Manager's Request to Contract (PMRC) {Required?} Yes No

DEPARTMENT	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact	<i>Jamie L. Jones</i>	541-2076	07/29/16
Department Director			
Other			
Management & Budget Manager	<i>Victoria Funder</i>	541-2106	8/2/16
Assistant City Manager/CAO	<i>Crystal Miller</i>	541-2076	8/2/2016
Assistant City Manager/COO	<i>[Signature]</i>	541-2271	8/10/16
City Attorney	<i>[Signature]</i>	541-2128	10 August 2016
City Clerk	<i>[Signature]</i>	541-2116	8-12-16

RESOLUTION NO. 17-027**A RESOLUTION ADOPTING THE CITY OF LAS CRUCES (CITY) SPONSORED EVENTS FROM THE CITY'S GENERAL FUND FOR THE APPLICATION AWARD PERIOD OF JULY 15, 2016.**

The City Council is informed that:

WHEREAS, the City is often asked to sponsor numerous community events which are coordinated by outside private partners; and

WHEREAS, Resolution No. 16-122 adopted the Event Sponsorship Policy (Policy) on December 7, 2015, to handle event sponsorship applications in a fair and coherent manner; and

WHEREAS, upon adoption of the Policy, the City Manager appointed the Event Sponsorship Committee (Committee) to review applications and recommend sponsorship funding from the General Fund for review and approval by the City Council; and

WHEREAS, the Policy allows for two application cycles with submission deadlines of July 15th and December 15th respectively; and

WHEREAS, the City notified the community through various outreach efforts of the July 15th application process and deadline for FY2017; and

WHEREAS, a maximum amount of \$50,000.00 has been set aside in FY2017 for disbursement to approved, qualifying events fitting the City's Event Sponsorship Policy; and

WHEREAS, the Committee has reviewed the 12 applications that were received by the deadline; and

WHEREAS, the Committee recommends awarding funding to five agencies for a total of \$22,500.00 to be disbursed during the July 15th timeframe:

- Project Mainstreet in care of the Community Foundation of Southern NM – total award: \$3,000.00;
- Spay and Neuter Action Program (SNAP) – total award: \$6,000.00;
- Las Cruces Symphony Association – total award: \$6,000.00;
- Big Brothers Big Sister Mountain Region – total award: \$2,500.00;
- CARE/Cancer Aid Resource & Education, Inc. – total award \$5,000.00.

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

(I)

THAT funding from the General Fund for City sponsored events for the application award period of July 15, 2016, as shown above and made part of this Resolution, is hereby approved and adopted and agreements are authorized to be developed by staff and executed by the City Manager on behalf of the City.

(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 _____, 20____.

APPROVED:

Mayor

ATTEST:

City Clerk

(SEAL)

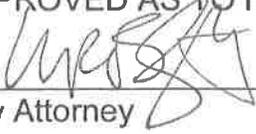
Moved by: _____

Seconded by: _____

VOTE:

Mayor Miyagishima: _____
 Councillor Gandara: _____
 Councillor Smith: _____
 Councillor Pedroza: _____
 Councillor Eakman: _____
 Councillor Sorg: _____
 Councillor Levatino: _____

APPROVED AS TO FORM:

A handwritten signature in black ink, appearing to be "Wesley", written over a horizontal line.

City Attorney

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

****Important Notice: The city provides sponsorships in 3 categories: Tourism, Economic Impact and Quality of Life. If you receive funds in one category, you are ineligible for funds in the same category within the same funding cycle or for the same event or activity.**

(Please use additional sheets of paper if necessary)

Name of Requesting Organization: Project Mainstreet (c/o Community Foundation of Southern NM)

Name of event or activity in which you are requesting funding: Project Mainstreet and Chile Drop 2016/17

Contact Name: Russ Smith Phone: 575-640-8283 Email: russhbs@yahoo.com

Description of Event or Activity: (Please use additional paper if required)

Chile Drop, now in it's 3rd year is a street festival celebrating the new year Dec 31st at Midnight. It uses the new Civic Plaza, invites the community to attend for free and creates the party celebration with food trucks, vendors and the mid night Chile Drop. The formula is a simple quality of life endeavor.

event dates through the year June 11, July 9, Aug 13, Sept 10, Oct 22, Dec 31

Dates of Event or Activity: Dec 31, 2016 When was the event or activity established? 2014

Choose the type of sponsorship program you are requesting:

Tourism Quality of Life Economic Impact

Level of sponsorship requested:

\$1,000 \$2,000 \$3,000 \$4,000 \$5,000 \$6,000 Other (Specify Amount) \$ _____

Estimated Attendance: 3,000 Our events all year long will attract approx 14,500 visitors

Background on group or individuals hosting the event: (Please tell us about the organization and individuals hosting the event.)

Project Mainstreet, also in it's 3rd year is a committee composed of volunteers. I, Russ Smith, chair the committee. As we host many events through each year, we have gathered partners, relationships and good community support for the event. Members of the committee roll up their sleeves to set up the street parties, working closely with Community Development and permits office in a good collaboration. Members Russ Smith, Janet Beatty-Payne, Ben Wood, Ivan Saenz, Mina Smith

Are there any other intrinsic attributes to this event that should be considered?

The most powerful intrinsic attribute is the powerful wealth of ideas coming from within our group. Next most powerful is our work ethic to get things done. Equally important.. our track record of success as all of our events have been placed on the street without any cancellations. Working with Community Development hand in hand over the years gives us solid understanding of systems and process with the City.

Are there any permits required to carry out your event or activity?

We routinely pull permits with City to create street closures or in many ways create a controlled and safe environment. Our work with Community Development and parks is seen as effective.

What additional funding and sponsorship have been secured to ensure the event will be successful?

Run Culture, Days INN, Positive Energy Solar, Mas Art, Big Picture, Batteries plus Bulbs, Sunspot Solar, Jose Coronado, Bistro, Brewfest, District Attorney Mark DAntonio, Bank of the West, Las Cruces Motorsports

Page | 1 In addition, multiple in kind sponsors are again signing up to support the event.

Over and over... sponsors sign on again, recognizing the value they receive and the value we give to the community.

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

PR to City \$297,000.00
Vendor and services \$24,000.00
Merchant derivative sales \$10,000.00
Lodging and travel \$6,000.00
total \$337,000.00

A. For Economic Impact Sponsorships Only:

Estimated Economic Impact: \$ 337,000.00

How did you derive at the dollar amount of the estimated economic impact?

PR dollars derived by CVB evaluation of Chile Drop only last year
Vendor and services revenues from vendor sales and rental fees from providers
Merchants sales estimate over the year 2015
Lodging estimate from Host Hotel Days INN

How will you know if you achieved the level of estimated economic impact projected?

One of the indicators we have showing success is how sponsors sign on again... they get it.
One indicator is vendor sales estimates
One indicator is merchants saying keep doing it. Great sell out again. Do it again.
CVB calculations for PR to City of Las Cruces is a huge and growing measure of success

Any additional economic impact for the City of Las Cruces?

PR value, as measured by the CVB showed last year, that the City of Las Cruces was the beneficiary of over \$297,000.00 in PR nationally. We are seen by the world as a Chile industry center. Culturally, our civic pride kicks in each December as we show the world... Come to Las Cruces. Learn more about our Chile.

B. For Quality of Life Sponsorships Only:

Background information on event or activity: (History, target audience, purpose, any other pertinent information)

Describe how your event meets all three of the quality of life criteria outlined in the sponsorship policy"

1. Readily open and accessible to all or most Las Cruces residents

The Chile Drop is truly a community event. It is free access to the public. It is hosted downtown in a central part of the city. This year, the Chile Drop will take place in the new Civic Plaza, centrally located and utilizing public parking for good access.

2. Provides a cultural, educational or civic experience

Chile Drop does go straight to the heart of our Southern New Mexico Culture and chile growing industry. Education about our industry is presented on the street within the vendor community. Civic Pride and anticipation for the annual street party are now seen as a community owned and community supported event. Kids, adults.. families are the highest equation.

3. Measure its success both qualitatively and quantitatively

We measure qualitatively each time we see the smiles and the enthusiasm for what is seen as our own party.. Las Cruces takes pride in the Chile Drop.

Quantitative measures come from the support we get each year to do it again, do it more, do it bigger. Our committee is committed. Our committee understands the real value to Las Cruces.

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

C. For Tourism-Related Sponsorships

- 1. How Many overnight visitors do you project will be coming to Las Cruces for this event? 100
- 2. How did you determine the estimated number of overnight visitors who will be attending?
Calculations are based on past performance and a slight (conservative) increase each year.

- 3. Why would someone come to Las Cruces for this event? (Please describe any unique characteristics of the event that will motivate someone to come to Las Cruces and overnight at our hotels.)

Chile Drop is viewed as unique. It captures the imagination for an overnight quick getaway from Deming, El Paso, Silver City and Alamogordo. Lodging goes hand in hand with it.

Interstate 10, Interstate 25 and Highway 70 converge from neighboring communities where a one night lodging "staycation" is created all because of our party.

- 4. In addition to Lodger's Tax, is there any additional economic impact of this event? (Please specify your criteria for measuring the economic impact.

Restuarant travel revenue from those visiting from out of town
Public Relations impact around the country
Indirect dollars spent by those traveling

Guideline for consideration:

- 1. All applications must be received by July 15th or December 15th of each year. Final recommendations for sponsorship will be sent to City Council no later than the 2nd council meeting following the application deadline. Tourism-related applications will be reviewed at the next scheduled CVB Advisory Board Meeting.
- 2. All applications must be accompanied by a marketing plan, budget, and list of sponsors and other funding resources.

Signed: Russ Smith
Authorized Representative

Date 6/21/16

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Attachment Checklist

Required Attachments	Received
Fully completed application. ✓	
Marketing Plan/Strategic Plan ✓	
Budget ✓	
Permitting and logistics plan (if required) ✓	
List of sponsors and other funding resources ✓	



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

****Important Notice: The city provides sponsorships in 3 categories: Tourism, Economic Impact and Quality of Life. If you receive funds in one category, you are ineligible for funds in the same category within the same funding cycle or for the same event or activity.**

(Please use additional sheets of paper if necessary)

Name of Requesting Organization: Spay and Neuter Action Program (SNAP)

Name of event or activity in which you are requesting funding: Critter Christmas

Contact Name: Janice English Phone: (575) 524-9265 Email: snapnm@zianet.com

Description of Event or Activity: (Please use additional paper if required)

Critter Christmas is a fun and high profile gala event that benefits the programs that SNAP run throughout Dona Ana County and has been administering in our community since 1999, fixing over 14,000 animals. This year, the event will offer a relaxing Sunday brunch. Auctions both live and silent will be offered as well as exciting and unique raffle items. This festive occasion will provide entertainment, sumptuous food and drink and, well behaved, leashed dogs are welcome to participate! We're looking forward to a fun afternoon and a great kickoff to the holiday season.

Dates of Event or Activity: 12/11/2016 When was the event or activity established? 2009

Choose the type of sponsorship program you are requesting:

Tourism Quality of Life Economic Impact

Level of sponsorship requested:

\$1,000 \$2,000 \$3,000 \$4,000 \$5,000 \$6,000 Other (Specify Amount) \$

Estimated Attendance: 300

Background on group or individuals hosting the event: (Please tell us about the organization and individuals hosting the event.)

The mission of SNAP is to prevent the suffering and death of dogs and cats due to overpopulation. SNAP is a registered 501(c)(3) non-profit organization funded by individual members, businesses, grants, and client co-pays. SNAP seeks to build its funding base through member individuals and businesses, who support their community and their love of domestic pets in wanting to see Shelter activities shift-- from the killing of excesses of dogs and cats, to the rescue and placement of unwanted and abandoned animals. SNAP was incorporated in 1998 as an educational organization and began subsidizing surgeries in 2001. Since SNAP began the voucher program, approximately 14,658 surgeries have been subsidized at a cost of over \$700,000. During 2015, SNAP facilitated the spay and neuter of 1547 animals. This was a 16.5% increase from the 1327 performed in 2014.



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Are there any other intrinsic attributes to this event that should be considered?

Reduction of the animal population at our local shelter as a result of spaying/neutering as well as reducing the number of euthanizations due to a lower animal population. Donations received from this event allow us to provide even more services.

Are there any permits required to carry out your event or activity?

No

What additional funding and sponsorship have been secured to ensure the event will be successful?

A. For Economic Impact Sponsorships Only:

Estimated Economic Impact: \$ _____

How did you derive at the dollar amount of the estimated economic impact?

How will you know if you achieved the level of estimated economic impact projected?



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Any additional economic impact for the City of Las Cruces?

B. For Quality of Life Sponsorships Only:

Background information on event or activity: (History, target audience, purpose, any other pertinent information)

Describe how your event meets all three of the quality of life criteria outlined in the sponsorship policy"

1. Readily open and accessible to all or most Las Cruces residents

SNAP provides financial assistance to low income pet owners in accordance with the HUD income guidelines for 2016. Dona Ana County is a poor county in a poor state with a median household income of \$35,541, well below the state average of \$42,380. 32.5% of residents live below the national poverty line. This makes SNAP open and accessible to most Las Cruces residents.

2. Provides a cultural, educational or civic experience

SNAP believes by providing financial assistance, support and information, we are educating our community on keeping their pets healthier as well as extending their lives. We educate them on our shelter statistics for intake as well as euthanization and encourage sterilization to end the suffering and deaths of countless animals each year due to being unwanted and abandoned.

3. Measure its success both qualitatively and quantitatively

SNAP is able to effectively measure its success by tracking vouchers issued and redeemed. Monthly reports substantiate a 90-95% return rate along with shelter statistics indicating a drop in animal intake as well as euthanizations.



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

C. For Tourism-Related Sponsorships

1. How Many overnight visitors do you project will be coming to Las Cruces for this event? _____
2. How did you determine the estimated number of overnight visitors who will be attending?

3. Why would someone come to Las Cruces for this event? (Please describe any unique characteristics of the event that will motivate someone to come to Las Cruces and overnight at our hotels.)

4. In addition to Lodger's Tax, is there any additional economic impact of this event? (Please specify your criteria for measuring the economic impact.

Guideline for consideration:

1. All applications must be received by July 15th or December 15th of each year. Final recommendations for sponsorship will be sent to City Council no later than the 2nd council meeting following the application deadline. Tourism-related applications will be reviewed at the next scheduled CVB Advisory Board Meeting.
2. All applications must be accompanied by a marketing plan, budget, and list of sponsors and other funding resources.



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Signed: Janice English Director Date 7/12/16
Authorized Representative

Attachment Checklist

Required Attachments	Received
Fully completed application.	
Marketing Plan/Strategic Plan	
Budget	
Permitting and logistics plan (if required)	
List of sponsors and other funding resources	



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

****Important Notice:** The city provides sponsorships in 3 categories: Tourism, Economic Impact and Quality of Life. If you receive funds in one category, you are ineligible for funds in the same category within the same funding cycle or for the same event or activity.

(Please use additional sheets of paper if necessary)

Name of Requesting Organization: Las Cruces Symphony Association

Name of event or activity in which you are requesting funding: 2016-17 Concert Season

Contact Name: Debra Marks Phone: 575-646-3374 Email: manager@lascrucessymphony.org

Description of Event or Activity: (Please use additional paper if required)

The Las Cruces Symphony Association (LCSA) requests funding for our 2016-17 Concert Season which includes 18 classical orchestral performances, two January POPS performances, and one September outdoor community POPS performance.

Dates of Event or Activity: Sept. 2016-May 2017 When was the event or activity established? 1976

Choose the type of sponsorship program you are requesting:

Tourism Quality of Life Economic Impact

Level of sponsorship requested:

\$1,000 \$2,000 \$3,000 \$4,000 \$5,000 \$6,000 Other (Specify Amount) \$

Estimated Attendance: 2,128

Background on group or individuals hosting the event: (Please tell us about the organization and individuals hosting the event.)

The LCSA is comprised of Music Director/Conductor, Lonnie Klein; Executive Director, Debra Marks; Office Manager, Susan YaSenka; an 18 member Board of Directors; and an 80 member Orchestra consisting of local and out of town musicians. The Las Cruces Symphony Orchestra (LCSO) performs in the Atkinson Recital Hall, with a seating capacity of 514, in the music building on the NMSU campus. Dr. Klein, a full tenured professor at NMSU, is responsible for all programming and hiring of musicians. Debra Marks is the chief administrator of the LCSA responsible for all financial aspects of the organization. Susan YaSenka is the Office Manager and Ticket Coordinator. In addition to being the fiscal agent for the LCSO, the Board of Directors works directly with Lonnie Klein and Debra Marks in all LCSA programs and activities.

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Are there any other intrinsic attributes to this event that should be considered?

The presence of an orchestra is an indicator of a community's economic and cultural strength. The LCSO offers a minimum of 21 live performances a year reaching patrons in at least five counties in Southern New Mexico. Las Cruces is consistently rated one of the most desirable places to retire in the nation, and we're frequently told that the cultural richness of our area, including the existence of a symphony orchestra is a factor in the decision to move here.

The LCSO has been an important arts organization in the community for many years. Starting out as a small volunteer community orchestra it has grown into a professional orchestra. All musicians are paid positions providing quality professional engagement for many area musicians. Since the beginning of the LCSO's professional tenure each musician has been paid as an independent contractor. This summer the Association, which has a 501(c)(3) designation, was informed by the IRS that each musician and any other paid position must be reclassified as an employee, regardless of how often or how many hours the individual works. This reclassification has resulted in a large increase in the amount of employee payroll taxes the Association will incur. This increase was neither expected nor budgeted for, and has put a burden on our ability to continue with the programming our residents have come to expect. The Board of Directors, Lonnie Klein, and Debra Marks are working diligently on finding additional sources of funding to offset this expense. Ticket prices have remained stable for many years, and relatively low compared to similar arts organizations in the state, allowing a significant population of our community access to the Symphony. The Association is hesitant to raise ticket prices which would make accessibility out of reach for many residents of Las Cruces.

Are there any permits required to carry out your event or activity?

No

What additional funding and sponsorship have been secured to ensure the event will be successful?

Corporate Sponsors include: Sunland Park Racetrack and Casino, US Bank, The Las Cruces Sun News, and Steinborn & Associates Real Estate.

The LCSA receives additional funding in the form of individual concert sponsorships and donations from our patron base.

The LCSA Board of Directors hosts two fundraisers each season in addition to advertisement sales in our Program Guide of which 7,000 are printed and distributed to audiences throughout our concert season September through May.

Concert ticket sales account for roughly 40% of the LCSA operating budget.



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

A. For Quality of Life Sponsorships Only:

Background information on event or activity: (History, target audience, purpose, any other pertinent information)

Describe how your event meets all three of the quality of life criteria outlined in the sponsorship policy"

1. Readily open and accessible to all or most Las Cruces residents

The Atkinson Recital Hall is ADA compliant, and the LCSA coordinates with a local retirement and assisted living facility to provide bus service for residents no longer able to drive. Ticket prices have remained the same for many years keeping our programs and concerts affordable for a diverse population of our community.

Community outreach is important to the LCSA. For those residents unable to afford the full price of a concert ticket, the Friday night dress rehearsal ticket price is reduced to \$15. And our POPS Under the Stars outdoor concert is a wonderful quality of life event providing the community an opportunity to see a live, symphonic concert, complete with fireworks, for the low price of \$15. We offer a unique educational outreach with our Friday Night at the Symphony program which entitles all school children in grades 3-12, and one accompanying adult, free admission to our Friday night dress rehearsals. NMSU music majors are also admitted free, and non-music majors are admitted for \$5.

2. Provides a cultural, educational or civic experience

Planning for the season requires thoughtful balancing of repertoire to select works that are cohesive yet varied. The mix of guest artists from the United States and around the world, and the repertoire must complement each program and appeal to our audiences. By offering not only recognizable repertoire, but pieces that challenge both the audience and musicians, the LCSO provides a valuable educational experience. By engaging guest solo musicians from around the world, the LCSO provides a valuable cultural experience that is rare in a community the size of Las Cruces.

3. Measure its success both qualitatively and quantitatively

The Orchestra is a blend of professional, student, and community musicians. This dynamic provides an artistically effective learning environment for all musicians. Out of town musicians spend the week prior to each concert weekend staying in various hotels and eating at various restaurants around the city. All musicians and staff are paid positions. All of these factors contribute to the economic bottom line for the city through increased traffic for local businesses. The LCSA strives to be a good steward for the city by providing out of town guests, both musicians and patrons who travel into town for a concert, ideas of where to stay, shop and eat.

The quality of our Orchestra is rare for a city this size. Each concert is consistently 85% sold out, most orchestras throughout the US are about 72% sold out, with patrons routinely stating that what they see here is at least equal to, if not better than, the orchestras they've heard in much larger cities. Additionally, the repertoire programmed by Lonnie Klein is often very musically challenging and therefore not often performed. Because of the high caliber of our musicians the Orchestra is capable of performing these challenging pieces offering our audiences a very high quality product.

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Guideline for consideration:

1. All applications must be received by July 15th or December 15th of each year. Final recommendations for sponsorship will be sent to City Council no later than the 2nd council meeting following the application deadline. Tourism-related applications will be reviewed at the next scheduled CVB Advisory Board Meeting.
2. All applications must be accompanied by a marketing plan, budget, and list of sponsors and other funding resources.



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Signed: *Debra M. Mark* Date 7-13-2014

Authorized Representative

Attachment Checklist

Required Attachments

Received

Required Attachments	Received
Fully completed application.	
Marketing Plan/Strategic Plan	
Budget	
Permitting and logistics plan (if required)	
List of sponsors and other funding resources	

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

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(Please use additional sheets of paper if necessary)

Name of Requesting Organization: Big Brothers Big Sisters Mountain Region

Name of event or activity in which you are requesting funding: 7th Annual Mudd Volleyball Tournament

Contact Name: Dawn Starostka Phone: 575-449-2728 Email: Dawn.Starostka@BBBSMountainRegion.org

Description of Event or Activity: (Please use additional paper if required)

The Mudd Volleyball Tournament we are seeking sponsorship for is the only event of its kind in Las Cruces and is the biggest annual fundraiser for the Big Brothers Big Sisters Program. The event is a sporting competition for volleyball fans and supporters of BBBS. 60 teams will compete in pool play for the morning and early afternoon and then 16 teams go into a single-elimination championship after that play. Teams are comprised of 8 – 12 co-ed members and all players must be at least 18 and sign our accident and liability waiver.

The event currently takes place at the NM Farm and Ranch Heritage Museum, but will be moving to an as yet unknown new location in 2017 as the museum has plans for the area we currently utilize.

Revenues are generated primarily from the event via sponsorship and team registrations. The proceeds of the event help fund the ongoing youth mentoring program of Big Brothers Big Sisters.

Dates of Event or Activity: September 17, 2016 When was the event or activity established? 2010

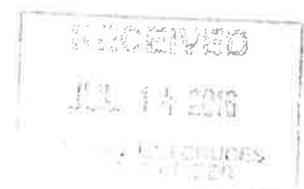
Choose the type of sponsorship program you are requesting:

Tourism Quality of Life Economic Impact

Level of sponsorship requested:

\$1,000 \$2,000 \$3,000 \$4,000 \$5,000 \$6,000 Other (specify amount) \$ 2,500 (Dusty Digs top sponsorship. Levels attached)

Estimated attendance: Approximately 720 individuals will play in the tournament. An additional 500 -700 spectators, supporters, volunteers for an estimated attendance of 1200-1500 people



Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Background on group or individuals hosting the event: (Please tell us about the organization and individuals hosting the event.)

Big Brothers Big Sisters (BBBS) is an international youth mentoring program whose mission is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change their lives for the better, forever. Our objectives: 1) enhance academic performance and graduation rates, decrease high school dropout rate; 2) enhance social skills, leading to stronger and better prepared workforce; 3) decrease risky behavior, including substance abuse and criminal involvement. In Community-based Mentoring, caring, committed, carefully screened "Bigs" spend several hours two to four times a month with their "Littles" for a year or more. In School-based Mentoring, elementary school children meet with adult or high school mentors for an hour a week during the school year on school grounds.

BBBS has been in Las Cruces since 1989 and has continually matched children aged 6 to 16 with carefully screened, caring adult mentors since that time. As an agency, BBBS is strong, well-run, and well respected. The program is careful to track and gather data about the successes of the program. A Youth Outcomes Survey is conducted when a child enters the program and then annually thereafter. Our data show that kids in the program are 46% less likely to begin using illegal drugs, 27% less likely to use alcohol 27% less likely to hit someone, 58% will improve their school performance, 55% report a better attitude about school, 52% are less likely to skip school. A study of our adult alumni found that 62% consider themselves more successful than their peers who weren't in the program, 65% reported higher self-confidence because of the program and 46% had household incomes of \$75,000 or more.

The program is strong, good for kids, families and for our Las Cruces Community. Specifically involved with this event are the following individuals:

- *Dawn Starostka, Regional Director (staff)*
- *Jake Redfearn, Event Chair and Board member*
- *Lucas Peerman, Board President*

As well as other board members:

- *Andrea Fletcher*
- *Chrystal Morales*
- *Naomi Morales*
- *Mikko Noopila*
- *Veronica Peery*
- *Sen Bill Soules*

Are there any other intrinsic attributes to this event that should be considered.

Mudd Volleyball is a fundraiser for the BBBS program. It is a unique event not done by other groups and in addition to raising funds, tends to bring in individuals who care about youth and ultimately may volunteer to help our program by becoming a Big. The event is about healthy fun and about helping our youth.

Are there any permits required to carry out your event or activity?

No there are not.

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

For Quality of Life Sponsorships Only:

Background information on event or activity: (History, target audience, purpose, any other pertinent information)

The Mudd Volleyball tournament was started in 2010 as a unique fundraiser to support the Big Brothers Big Sisters program. The goal was to create something new and different and that goal was most definitely achieved. Along with the program, the event has had good years and not as good years, but has been held consistently in the late summer to raise funds and awareness for the BBBS program.

The target audience for the event, as far as participants, has typically been active adults of all ages. Unlike the audience that attends galas and golf tournaments, we get a more active participant. However our spectators are all ages, races, sizes and shapes. The common thread is having fun and supporting our youth.

Describe how your event meets all three of the quality of life criteria outlined in the sponsorship policy.

1. Readily open and accessible to all or most Las Cruces residents.

There is no charge to attend the Mudd Volleyball tournament as a spectator. The gate is open and we invite the public to attend, watch the games, and hopefully learn about Big Brothers Big Sisters while they are there. Playing in the tournament is limited somewhat by physical ability, but is not strictly competitive.

2. Provides a cultural, educational or civic experience

Our Mudd Volleyball Tournament is the only event of its kind in town and as such is a unique experience for players and spectators. The event is fun, but also gives Las Cruces something different to do and to be a part of.

3. Measure its success both qualitatively and quantitatively.

The first measure of the events success is, of course, financial. We are budgeted to net \$25,000- \$35,000 depending on how well our sponsorships wind up and where we continue to cut expenses or get donations. That translates into directly supporting 20 – 30 children for a one full year in the program. In addition to the dollars that go to program, we measure the success of the event by the feeling and exposure of all of those people to the BBBS program. Last year we had 10 new people sign up to be Bigs just at this event and in 2016 we will have 12 more teams and more people and hope for 20 new adult mentors from the event.

Guidelines for consideration:

1. All applications must be received by July 15th or December 15th of each year. Final recommendations for sponsorship will be sent to City Council no later than the 2nd council meeting following the application deadline. Tourism-related applications will be reviewed at the next scheduled CVB Advisory Board meeting.
2. All applications must be accompanied by a marketing plan, budget, and a list of sponsors and other funding sources.

Signed: _____

Dawn Starostka, Regional Director

Date: _____

7/14/16

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

Attachment Checklist

Required Attachments

Received

Required Attachments	Received
Fully completed application.	
Marketing plan/Strategic Plan	
Budget	
Permitting and logistics plan (if required)	
List of sponsors and other funding sources	

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

****Important Notice:** The city provides sponsorships in 3 categories: Tourism, Economic Impact and Quality of Life. If you receive funds in one category, you are ineligible for funds in the same category within the same funding cycle or for the same event or activity.

(Please use additional sheets of paper if necessary)

Name of Requesting Organization: CARE - Cancer Aid Resource & Education, Inc.

Name of event or activity in which you are requesting funding: The Big Event... A Community that CAREs

Contact Name: Yolanda "Yol." R. Diaz Phone: 575-649-0598 Email: yolidiaz6@msn.com

Description of Event or Activity: (Please use additional paper if required)

This is a community event that will celebrate southern New Mexico's traditions, people, great food and culture. It will be a fun event with entertainment, food, vendors, competitions, a golf tournament and much more - all involving a creative way to raise funds for our community benefiting the residents.

Dates of Event or Activity: September 23, 24, 25, 2016 When was the event or activity established? First year

Choose the type of sponsorship program you are requesting:

Inaugural event

Tourism Quality of Life Economic Impact

Level of sponsorship requested:

\$1,000 \$2,000 \$3,000 \$4,000 \$5,000 \$6,000 Other (Specify Amount) \$ 10,000

Estimated Attendance: 5,000+

Background on group or individuals hosting the event: (Please tell us about the organization and individuals hosting the event.)

CARE provides a unique service to the community to include financial assistance to cancer patients receiving treatment for any type of cancer. CARE is managed by a volunteer group. Volunteers involved want to help because they understand the devastation cancer brings to families

Are there any other intrinsic attributes to this event that should be considered?

- 1. Non-profit organization serving the community in the area of cancer support directly benefiting residents.*
- 2. This event will have an impact on quality of life, economic impact and tourism. These are all the qualifying areas for sponsorship. This request will focus on the area of quality of life.*

Are there any permits required to carry out your event or activity?

Yes

What additional funding and sponsorship have been secured to ensure the event will be successful?

Cash sponsors, donations, in-kind donations: media, tents, tables, chairs, entertainment, copies, printing, banners, posters, food vendors, volunteers
Page | 1 *have been secured to assure a successful event.*

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

A. For Economic Impact Sponsorships Only:

Estimated Economic Impact: \$ _____

How did you derive at the dollar amount of the estimated economic impact?

How will you know if you achieved the level of estimated economic impact projected?

Any additional economic impact for the City of Las Cruces?

B. For Quality of Life Sponsorships Only:

Background information on event or activity: (History, target audience, purpose, any other pertinent information)

Describe how your event meets all three of the quality of life criteria outlined in the sponsorship policy"

1. Readily open and accessible to all or most Las Cruces residents

This event will be held at the new city plaza. This is a family friendly event. Therefore, all are invited - from nearby or far, encouraging tourism.

2. Provides a cultural, educational or civic experience

There will be cultural focuses including: food, chile; entertainment, Folklorico dancers and mariachi's; educational on community focuses and cancer awareness and information; and a civic experience by a spectacular community event.

3. Measure its success both qualitatively and quantitatively

Success will be measured through interviews and/or surveys of people attending and level of involvement of the events within the event.

Sponsorship Application Form
Tourism, Economic Impact or Quality of Life Event Sponsorships

C. For Tourism-Related Sponsorships

1. How Many overnight visitors do you project will be coming to Las Cruces for this event? _____
2. How did you determine the estimated number of overnight visitors who will be attending?

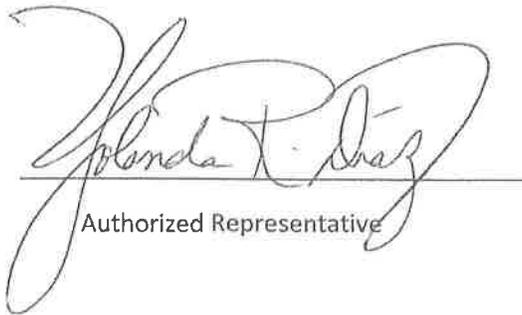
3. Why would someone come to Las Cruces for this event? (Please describe any unique characteristics of the event that will motivate someone to come to Las Cruces and overnight at our hotels.)

4. In addition to Lodger's Tax, is there any additional economic impact of this event? (Please specify your criteria for measuring the economic impact.

Guideline for consideration:

1. All applications must be received by July 15th or December 15th of each year. Final recommendations for sponsorship will be sent to City Council no later than the 2nd council meeting following the application deadline. Tourism-related applications will be reviewed at the next scheduled CVB Advisory Board Meeting.
2. All applications must be accompanied by a marketing plan, budget, and list of sponsors and other funding resources.

Signed: _____



Authorized Representative

Date _____

7-15-16

Sponsorship Application Form
 Tourism, Economic Impact or Quality of Life Event Sponsorships

Attachment Checklist

Required Attachments	Received
Fully completed application.	✓
Marketing Plan/Strategic Plan	✓
Budget	✓
Permitting and logistics plan (if required)	✓
List of sponsors and other funding resources	✓