



# City of Las Cruces<sup>®</sup>

PEOPLE HELPING PEOPLE

## Council Action and Executive Summary

Item # 8 Ordinance/Resolution# 17-035

For Meeting of \_\_\_\_\_  
(Ordinance First Reading Date)

For Meeting of September 6, 2016  
(Adoption Date)

Please check box that applies to this item:

QUASI JUDICIAL

LEGISLATIVE

ADMINISTRATIVE

**TITLE: A RESOLUTION AWARDING \$6,000.00 OF THE CITY OF LAS CRUCES (CITY) SPONSORED EVENTS FUND FROM THE CITY'S GENERAL FUND TO "TOUGH ENOUGH TO WEAR PINK" (TETWP) FOR THE APPLICATION AWARD PERIOD OF JULY 15, 2016.**

**PURPOSE(S) OF ACTION:**

Authorization to award City Sponsored Event funding.

<b>COUNCIL DISTRICT: ALL</b>		
<b><u>Drafter/Staff Contact:</u></b> David Dollahon	<b><u>Department/Section:</u></b> Administration/City Manager	<b><u>Phone:</u></b> 541-2078
<b><u>City Manager Signature:</u></b>		

**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 general public and 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. Five applications were recommended for funding totaling \$22,500.00 by the City Council under Resolution No. 17-027 on August 15, 2016. An additional application for sponsorship was received from TETWP and is being submitted for funding of their requested amount: \$6,000.00. If approved, this would

(Continue on additional sheets as required)

bring the award total to \$28,500.00 of the \$50,000.00 set-aside within the City's FY2017 General Fund budget for event sponsorships. The remaining funds, \$21,500.00, will be reserved for use and consideration during the December 15, 2016 application cycle.

TETWP will use the funds for title sponsorship of the TETWP halftime program at the New Mexico State University Aggie Football game on October 22, 2016, providing the City with title sponsorship under the Policy's quality of life category.

**SUPPORT INFORMATION:**

1. Resolution.
2. Exhibit "A", TETWP City Event Sponsorship Application.

**SOURCE OF FUNDING:**

<b>Is this action already budgeted?</b>	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.
<b>Does this action create any revenue?</b>	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	\$6,000.00	\$27,500.00	\$21,500.00	Funding for future City sponsored event expenses

**OPTIONS / ALTERNATIVES:**

1. ~~Vote "Yes", and adopt the Resolution to approve sponsorship funding for TETWP for the July 15<sup>th</sup> application cycle.~~

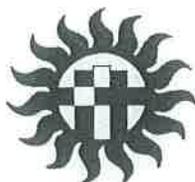
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2. Vote "No"; and disapprove the Resolution to not sponsor TETWP.
3. Vote "Amend"; the Resolution would be amended based on direction provided by the City Council to staff.
4. Vote to "Table"; the Resolution to a date specific to provide time to gather 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.
2. Resolution No. 17-027.



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## COUNCIL ACTION AND EXECUTIVE SUMMARY PACKET ROUTING SLIP

For Meeting of \_\_\_\_\_  
(Ordinance First Reading Date)

For Meeting of September 6, 2016  
(Adoption Date)

TITLE:

A RESOLUTION AWARDING \$6,000.00 OF THE CITY OF LAS CRUCES (CITY) SPONSORED EVENTS FUND FROM THE CITY'S GENERAL FUND TO "TOUGH ENOUGH TO WEAR PINK" (TETWP) 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		541-2076	08/16/16
Department Director			
Other			
Management & Budget Manager		541-2106	8/19/16
Assistant City Manager/CAO		541-2078	8/17/2016
Assistant City Manager/COO		541-2271	8/19/16
City Attorney		541-2128	19 AUGUST 2016
City Clerk		541-2116	8-19-16

RESOLUTION NO. 17-035

**A RESOLUTION AWARDING \$6,000.00 OF THE CITY OF LAS CRUCES (CITY) SPONSORED EVENTS FUND FROM THE CITY'S GENERAL FUND TO "TOUGH ENOUGH TO WEAR PINK" (TETWP) 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**, the Policy allows for two application cycles with submission deadlines of July 15, 2016 and December 15, 2016 respectively; and

**WHEREAS**, the City notified the community through various outreach efforts of the July 15, 2016 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 Policy; and

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

**WHEREAS**, the Committee has previously reviewed and recommended awarding funding to five agencies for a total of \$22,500.00 to be disbursed during the July 15, 2016 cycle under Resolution No. 17-027, adopted by City Council at their regular meeting of August 15, 2016; and

**WHEREAS**, TETWP has submitted a complete application for the July 15, 2016 application cycle and is being recommended to receive the full amount of their request,

\$6,000.00, at this time.

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

**(I)**

**THAT** funding from the General Fund in an amount of \$6,000.00 for the City sponsored event, TETWP, for the application award period of July 15, 2016, as shown in Exhibit "A", attached hereto and made part of this Resolution, is hereby awarded and an agreement is 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: \_\_\_\_\_

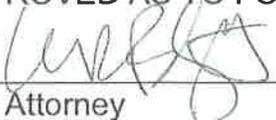
Councillor Pedroza: \_\_\_\_\_

Councillor Eakman: \_\_\_\_\_

Councillor Sorg: \_\_\_\_\_

Councillor Levatino: \_\_\_\_\_

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney

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

**Name of Requesting Organization:** *NMSU Aggies Are Tough Enough to Wear Pink*

**Name of event or activity in which you are requesting funding:** *There are a number of events and activities the City of Las Cruces can support as Annual Campaign Sponsors. Your funds have helped in many areas in prior years.*

*We look to partner with the City of Las Cruces using the pink lighting which was purchased in the past to promote TETWP with the "Paint the Town Pink" idea along with banners downtown during the month of October. A great addition would again be having a tent on Saturdays at the Farmers Market adds to the awareness and education.*

**Contact Name:** *Debbie Widger* **Phone:** *644-1961* **Email:** *osha@comcast.net*

**Description of Event or Activity:** *NMSU Aggies Are Tough Enough To Wear Pink, a group of wonderful local volunteers giving of their time talent and treasure to help raise breast cancer awareness through education programs in the community, local schools and service organizations. Several major fundraising events include a luncheon and fashion show, fun run, the annual Pink Aggie Football game and many smaller events in local schools are held in late September and October. Since 2007, TETWP has raised \$4 million (in cash and in kind contributions) . We're also proud to recognized as the #1 "Tough Enough to Wear Pink" event in the world!*

**Dates of Event or Activity:** *To date major events: Cowboys for Cancer Research/TETWP Annual Golf Tournament; October 20: Shop for the Cure and Fashion Show Luncheon October 22, Cervantes Fun Run/Walk, NMSU -TETWP Football game*

**When was the event established?** *2007*

**Choose the type of sponsorship program are you requesting:** *Quality of Life*

**Level of sponsorship requested:** *\$6,000.00*

**Estimated attendance:** *900 plus at the Fashion Show/Luncheon, estimated 1,800 plus for Cervantes Run/Walk, Local sponsored events high school athletic events with see attendance in the 1,000 plus as will the Aggie Football game with estimated attendance of 15,000.*

**Background on group or individuals hosting the event: (Please tell us about the organization and individuals hosting the event(s))** *NMSU Aggies are Tough Enough to Wear Pink is a volunteer group dedicated to raising breast cancer awareness and raising funds on behalf of Cowboys for Cancer Research, a 501(c)3 not-for-profit corporation in Las Cruces, NM. Our Co chairs:*

**Pat Sisbarro - NMSU Aggies Tough Enough To Wear Pink Co-Chair**

*Vice-President and Director of Marketing for the Sisbarro Dealerships. Together, Pat and her husband Lou Sisbarro own and operate 10 automotive sales and service operations in Las Cruces, Deming and Sunland Park, NM. A two-time cancer survivor, Pat is one of the original co-chairs of the "NMSU Aggies Are Tough Enough to Wear Pink" breast cancer awareness and fundraising campaign in Las Cruces. Since 1981, Pat has been a community leader in Las Cruces*

**Laura Conniff - NMSU Aggies Tough Enough To Wear Pink Co-Chair**

*REALTOR®, qualifying broker, and owner of Mathers Realty.*

*Laura was diagnosed with cancer in January 1997 but already had a role model in whose steps she would follow. Laura's mother, Mary Mathers Welch, had been diagnosed with cancer several years before. Both strong women, Mary and Laura survived their cancer, and their survival brings open to all those who may face this same disease at some point in their own lives.*

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

*Modeled after the famous "Tough Enough to Wear Pink" rodeo events sponsored by Wrangler, our event is now in its 10th year. With institutional support from New Mexico State University, our annual "Tough Enough to Wear Pink" college football game has become part of the local culture here in Las Cruces. With the financial support of Memorial Medical, Mountain View Regional Medical Center, the Las Cruces Sun News and 100s of local businesses and organizations, more than \$3.5 million in cash and in-kind contributions have been presented to Cowboys for Cancer Research, since 2006.*

*100% of the cash funds we raise remain here in New Mexico. After minimal operational expenses, cash gifts are made available to cancer researchers at New Mexico State University and at the UNM Cancer Center. The balance of the annual cash generated is invested in endowment funds and current use funds at the New Mexico State University Foundation and UNM Cancer Center.*

**Are there any permits required to carry out your event that should be considered:** *Our signature events are on the campus of New Mexico State University any permits necessary will be handled by NMSU. It is possible we may need permits for the areas we partner with the City, I will follow up on the permits.*

**What additional funding and sponsorship have been secured to ensure the event will be successful:** *We have secured sponsorships to include: Memorial Medical Center, Mountain View Regional Hospital, Las Cruces Sun News, El Paso Electric, Sodexo, Wells Fargo Foundation, Wal-Mart, Albertsons/Safeway and a host of other local business and community leaders. New Mexico State University provides intuitional support. In addition we receive sponsorships and funds from school groups, service clubs, sports teams, equine groups, and from donors throughout the country supporting the organization with contributions, locally, statewide and in surrounding areas of Texas and Arizona and New Mexico.*

**B. For Quality of Life Sponsorships Only:**

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

**History :** *Aggies are Tough Enough to Wear Pink is celebrating its 10th anniversary with many wonderful accomplishments: raising awareness of early detection and raising over 3.5 million in cash and in kind contributions. NMSU Aggies are Tough Enough to Wear Pink is a volunteer group dedicated to raising breast cancer awareness and raising funds on behalf of Cowboys for Cancer Research, a 501(c)3 not-for-profit corporation in Las Cruces, NM.*

**Target Audience:** *Anyone wanting to support finding a cure for breast cancer, really any cancer. Very few people have not been directly affected by cancer in some way. A number of our audience support Aggies are Tough Enough to Wear Pink to honor someone going through treatment and or the memory of someone who lost their battle.*

**Purpose:** *The purpose of Aggies are Tough Enough to Wear Pink is to increase awareness and education about early detection along through events that also raise money for cancer research. This concept has and is making a giant step in the fight against cancer.*

*We're proud to help support the collaborative research work of Drs. Jeffrey B. Arterburn of New Mexico State University and Eric R. Prossnitz of the University of New Mexico. Breakthrough discoveries in the work of Drs. Arterburn and Prossnitz and their teams have been internationally recognized in the fight against human cancers and other diseases.*

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

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

*All Aggies are Tough Enough to Wear Pink events and activities by enlarge are open to everyone. Many have a ticket associated with it, however we strive to keep the price fair and easily obtainable. We have been fortunate, our events sell out demand is high. Our hospitals offer free mammograms as does the NMSU Health Center during the month of October.*

**2. Provides a cultural, educational or civic experience:**

*Aggies are TETWP provides all of these, education is probably the leader as there are many opportunities to learn more about this disease and the more education when diagnosed early survival rates are very high.*

**3. Measure its success both qualitatively and quantitatively.**

*Total dollars raised - TETWP in Partnership with Cowboys for Cancer Research have been named the largest Tough Enough To Wear Pink event of its kind, in the WORLD, by the by the National Tough Enough To Wear Pink organization in Hughson, CA., for 8 consecutive years!*

*Each year we see an increase in attendance at events and activities. we continue to see an increase in the number of people using the free mammograms program. 2015 saw attendance at activities focused on education increase over 2014. Cutting edge Cancer research at both NMSU and UNM can be attributed to increasing dollars raised for their research programs.*

*With respect to a budget, Each year is a new beginning. Fund raising events are held, the expenses are paid, the remaining funds are distributed to the NMSU and UNM endowments for cancer research. All funds remain in New Mexico, the Alma Cohorn Memorial we are mainly and event based volunteer organization.*

*Aggies are TETWP are very fortunate to have the Sisbarro Dealerships behind us. Our marketing is handled by Pat Sisbarro and their marketing director .*

*We are happy to sit down with you if you should have questions or concerns. We appreciate your past suport and look forward to another banner year as partners. Thank you.*