



**CITY OF AZTEC**  
**Lodger's Tax Advisory Board**  
Agenda for November 5, 2018, 2:00 pm  
201 W. Chaco St, Aztec NM 87410

**I. CALL TO ORDER**

**II. NEW BUSINESS**

A. Funding Request: Aztec Sparkles

**III. ITEMS FROM FLOOR**

Next Meeting January 21, 2019

**IV. ADJOURNMENT**



# APPLICATION FOR FUNDING



## City of Aztec Lodger's Tax Funding Request

Name: Aztec Chamber of Commerce Date: October 9, 2017

505-334-7646

Vivian-505-566-4920 work

Address: 110 N Ash Ave Phone Number: 505-386-8863 cell

Aztec, NM 87410

*It is understood that all Lodgers Tax Funds will be used in accordance with the Regulations and State Statutes Governing Application for and use of Funds under NM State Statute 3-38-15 and 3-38-21.*

A. Description of Project/Request: Funding Request \$ 2,000

Aztec Sparkles Christmas Festival – Year 4 of a Community wide Christmas festival with focus on Downtown

Holiday Shopping. This Festival partners in promoting other Christmas events such as the Aztec Ruins'

Evening of Lights, the Library's Holiday Celebration, Boys & Girls Club Christmas Carnival and others.

The Chamber is already partnering with American General Media for 50/50 match on radio ads in San Juan

County And Southwest Colorado. Also this year we intend to run Facebook Ads for the event, focused on a

Regional audience and will have Red Apple Transit signs on three of their busses. Signs are non- date

specific so we can use them multiple years. There is no cost (other than production) to place signs for

non-profits. Requesting funding for radio ads, Facebook ads, and TALON marketing.

2<sup>nd</sup> year to partner with TALON to do a huge push for shopping local using Santa's Gift Bag promos to drive

Shoppers into local businesses for entry into the \$1000 gift certificate prize, certificates are donated by local businesses.

Project Objectives:

Increase awareness of and shopping in Aztec.

Encourage relocation or startup of new businesses to Aztec. Fill vacant buildings.

Increase GRT receipts City wide for November and December.

Encourage people who do not live in Aztec to experience Aztec.

B. How will the project accomplishments be measured?

Increase # of people participating and # of receipts turned in for Santa's Gift Bag Drawing.

2014 had 15 people who turned in 36 receipts, with the changes in the contest for 2016 there were over 2000

receipts turned in to participating businesses and the same response in 2017.

Decrease # of vacant buildings on Main Ave. Oct 2014 there were 14 vacant buildings – Oct 2015 there were 13 – Oct 2016 there were 10, will inventory buildings by the time of the meeting.

2014 was highest December GRT for past 5 years (first year of Aztec Sparkles).

Increase # of people who do not live in Aztec but shop in Aztec. As measured by Santa's Gift Bag receipts, 2 of the 15 participants lived outside of Aztec for 2014. The 2017 Winner lived at Navajo Dam. Will begin tracking zipcodes of entries.

C. Name, telephone number and address of person responsible for organizing and implementing the project/program:

Vivian Giles – Aztec Chamber Treasurer – 505-566-4920

Susan Aguirre – Lil Aztec Flower Shop – 505-334-7208

D. Name, telephone number and address of person who will be responsible for accounting of funds:

Vivian Giles - Aztec Chamber of Commerce Board Treasurer

E. Date Project /Program will begin:

November 17, 2018

Date of completion:

Santa's Gift Bag Drawing December 19

Expected Length of Service:  
(months, years, etc)

Roughly one month

*The Applicant understands that this grant is dependent upon the availability of funds.*

*All events receiving Lodger's Tax funding must adhere to the following requirements:*

- All print and web marketing materials purchased with Lodger's Tax funds must include the City of Aztec Logo, as provided by the Aztec Visitor Center*
- All radio marketing purchased with Lodger's Tax funds must identify the City of Aztec as an event sponsor*
- The event organizers must dedicate a minimum of two volunteers to conduct entrance polls at the event. All attendees to the event must be polled using the poll provided by the Aztec Visitor Center. The completed poll must be returned to the Aztec Visitor Center within 7 days following the event. The Aztec Visitor Center will tabulate the poll results and provide the event organizer with a report on the results.*



(Applicant Signature)