

---

**CITY OF RATON  
MEMORANDUM**

---

To: Raton City Commission

From: Michael Anne Antonucci, City Clerk/Treasurer *MAA*

Date: October 19, 2018

Subj: Lodgers' Tax Advisory Board Recommendation

---

The Lodgers' Tax Advisory Board met on Wednesday, October 17, 2018 and reviewed the attached Lodgers' Tax Promotional Fund Budget Adjustment Proposal compiled by the Commission/Lodgers' Working Group. The LTAB voted to recommend approval of the proposed adjustments to the City Commission. Since the City Commission already approved a one-time transfer of \$20,000 from the non-promo to the promo fund on FY19 BAR#1 a change in the percentage distribution of Lodgers' Tax Funds is not being requested at this time but can be discussed during the budget process for the next fiscal year.

Also the Lodgers' Tax Advisory Board was given a presentation by Lamar for renewal of the billboard contract. The Board provided feedback to the sales representative requesting less locations and a contract amount closer to \$12,000 per year. The LTAB then voted to table consideration until the branding and budget adjustments are complete. As a result, Lamar billboard has revised the proposed contract based on the feedback they received from the LTAB. It is my recommendation that the City Commission consider approval of the revised contract which would allow us to proceed with design of the new panels incorporating the new logo and branding. Lamar stated that the new panels could be installed within 6-8 weeks once the contract is approved.

**Commission/Lodger's Tax Working Group  
Promotional Budget Adjustment Proposal**

	Current	Proposed	Notes
Annual Events	15,000.00	40,000.00	Gate City (\$18,641); Balloon Rally (\$10,000); Run to Raton (\$10,000); Focus greater amount of funds on building 3-4 major events
Center for Sustainability	9,287.00	10,000.00	Change description to "NM True Grant" Includes Radio Ad match \$2500/\$2500 (Spanish station?)
Billboard Expense	28,100.00	12,000.00	Renegotiation for smaller radius of 400 miles with more impressions
Parks and Rec Promotion	22,000.00	15,000.00	Make a line item for Raton Beautification Coalition in Non-Promotional
Print Advertisement	15,000.00	10,000.00	Leverage buying power; buy as a city and not as an event; then use for events as needed.
Radio Advertisement	20,000.00	20,000.00	So far: KRTN \$6600; KCRT \$5400; leaves \$8000 for satellite or internet radio
Raton Guide	0	0	Remove line item?
Website Management	10,705.00	10,000	Change description(s); Used for Civics Plus (Ratonnm.gov) and Jack Rabbit (ExploreRaton.com)
Contingency Fund	46,015.00	25,107.00	Would like more, but this is what remains for now.
City Promotional Expense	0	0	Remove line item? Currently in Non-Promo
Raton Museum	0	0	No Change (Possible Non-Promo?)
Raton Chamber Tourism Manager	30,000.00	30,000.00	No Change
Explore Raton Mgmt.	0	24,000.00	Add as a new line item; funds already committed. Not sure on description of line item. Used for Google Grant/Explore Raton
<b>TOTAL</b>	<b>196,107.00</b>	<b>196,107.00</b>	

*Consider Transfer of additional 5% (\$20,000.00) (45% Promotional/55% Non-Promotional)*

Media Management	0	+10,800 10,800.00	For brand consistency, more efficient use of promotional funds, focused media efforts, buying power, etc.
Contingency Fund	25,107.00	+9,200.00 34,307.00	Possible funds for video promotion, smaller events, unknowns, etc.
<b>NEW TOTAL</b>		<b>216,107.00</b>	