

CITY of ALBUQUERQUE

TWENTY-FIRST COUNCIL

COUNCIL BILL NO. R-14-95 ENACTMENT NO. _____

SPONSORED BY: Klarissa J. Peña

1 RESOLUTION
2 APPROPRIATING LODGERS' TAX FUNDS TO THE NATIONAL HISPANIC
3 CULTURAL CENTER FOUNDATION FOR THE ADVERTISING, PUBLICIZING
4 AND PROMOTION OF THE NATIONAL HISPANIC CULTURAL CENTER.

5 WHEREAS, these efforts will attract Hispanic Cultural museums,
6 foundations, and associations to Albuquerque for conferences, conventions
7 workshops, meetings and tours at the Albuquerque Convention Center or the
8 National Hispanic Cultural Center (NHCC); and

9 WHEREAS, these efforts will help create additional business for the local
10 lodging industry; and

11 WHEREAS, this appropriation will be an investment for marketing globally
12 by making use of targeted internet, social media, print media and personal
13 contact to reach a larger audience to visit the City of Albuquerque.; and

14 WHEREAS, these resources will be used to increase the number of visitors
15 annually to the NHCC Performing Arts Center and to the NHCC Art Museum
16 from outside of Albuquerque; and

17 WHEREAS, the NHCC, through the National Hispanic Cultural Center
18 Foundation will develop a marketing and advertising plan to include focus on
19 Hispanic museums, cultural centers, and foundations as well as on those
20 geographic areas with an existing pull to the NHCC, which is known to the
21 NHCC through the collection of zip code data; and

22 WHEREAS, advertising will be timed to support exhibition openings,
23 special programs, and key events and will correlate with key tourist visitation
24 periods. Examples include winter and summer activity guides, Balloon Fiesta
25 guides, summer market guides (Folk Art, Spanish and Indian Markets, etc.);
26 and

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1 WHEREAS, the City of Albuquerque Lodgers' Tax Advisory Board
2 recommended a special appropriation of \$75,000 to the NHCC for this purpose
3 at their meeting on May 27, 2014; and

4 WHEREAS, bond ordinances require a pledge of fifty percent (50%) of
5 Lodgers' Tax Revenues received by the City to be used for debt service.

6 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
7 ALBUQUERQUE:

8 Section 1. That the following amount is hereby appropriated for Fiscal Year
9 2015 from available fund balance:

10 LODGERS TAX FUND - 220

11 Finance and Administrative Services Department

12 Lodgers' Promotion \$75,000

13 Transfer to Other Funds \$75,000

14 Sales Tax Refunding D/S Fund (405)

15 Section 2. That the Mayor is further authorized to execute a contract
16 agreement with National Hispanic Cultural Center Foundation for said
17 activities as necessary and proper to implement the program.

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