

# 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
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13 Transfer to Other Funds	\$75,000
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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.

18 Section 3. That the appropriation in Section 1 is considered a one-time  
19 appropriation and shall not affect the current or future appropriations of  
20 Lodgers' Tax funds for the promotional, tourism and convention services  
21 provided by other vendors under contracts awarded through the City's formal  
22 solicitation process and does not set a precedence for future appropriations.

23 Section 4. That the National Hispanic Cultural Center Foundation shall  
24 provide a project status report to the Lodgers' Tax Advisory Board, with a  
25 copy to the City Council, by June 30, 2015. The report shall include a  
26 description of the advertisements that are created and how the advertising  
27 plan is being implemented.

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