



Legislation Text

File #: R-14-95, Version: 2

CITY of ALBUQUERQUE
TWENTY-FIRST COUNCIL

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

SPONSORED BY: Klarissa J. Peña

RESOLUTION

Appropriating Lodgers' Tax Funds To The National Hispanic Cultural Center Foundation For The Advertising, Publicizing And Promotion Of The National Hispanic Cultural Center (Peña)
APPROPRIATING LODGERS' TAX FUNDS TO THE NATIONAL HISPANIC CULTURAL CENTER FOUNDATION FOR THE ADVERTISING, PUBLICIZING AND PROMOTION OF THE NATIONAL HISPANIC CULTURAL CENTER.

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

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

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

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

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

WHEREAS, advertising will be timed to support exhibition openings, special programs, and

key events and will correlate with key tourist visitation periods. Examples include winter and summer activity guides, Balloon Fiesta guides, summer market guides (Folk Art, Spanish and Indian Markets, etc.); and

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

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

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

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

LODGERS TAX FUND - 220

Finance and Administrative Services Department

Lodgers' Promotion	\$75,000
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Transfer to Other Funds	\$75,000
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Sales Tax Refunding D/S Fund (405)

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

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

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

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