

**Village of Angel Fire
Resolution 2014-31**

Dedication of Lodgers Tax Revenues for RFP's

Whereas, the Governing Body of the Village realizes Lodgers Tax dedication to the advertising and promotion of Angel Fire is beneficial to the continued growth of the Village, and;

Whereas, the Village of Angel Fire also recognizes the importance of nurturing and supporting the growth and development of arts and cultural events, all of which are intended to bring visitors to our community, and;

Whereas, the Village allocated \$43,000 to award potential RFP recipients for assistance in advertising their events, and;

Whereas, the Lodgers Tax Committee will continue to receive and make recommendations to Council for support of programs and events based on applications received and interviews held and that the levels of funding for programs and events will be presented by the Lodgers Tax Committee to Council for Council's final approval, and;

Whereas, the funds will be managed by a Village Representative and all invoices will be presented to the Village for payment, and;

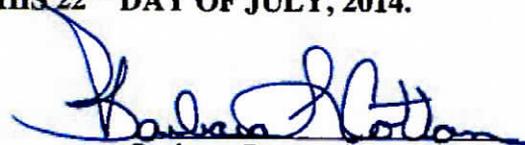
Whereas, the Lodgers Tax Committee has recommended allocation of Lodgers Tax funds to the recipients in the amount of \$40,000, allocated as shown below, and;

Whereas, the total Lodgers Tax Collection projection for fiscal year 2014/2015 is \$242,500.

NOW, THEREFORE, BE IT RESOLVED, that the Village Council dedicates the revenue of the Lodgers Tax Collection in the following manner:

Music from Angel Fire	\$5,000
Moreno Valley Arts Council	\$5,000
Hound Dog Events	\$7,500
Sangre de Cristo Homebuilders	\$7,500
David Westphall Veterans Foundation	\$5,000
Angel Fire Chamber of Commerce	\$10,000

PASSED, ADOPTED AND APPROVED THIS 22ND DAY OF JULY, 2014.


Barbara Cottam, Mayor

ATTEST:


Terry Cordova, Village Clerk

Evaluation Committee Report

RFP's for Lodgers Tax

May 16, 2014

Summary of Evaluation Committee Activity

The members of the Evaluation Committee are Chairperson Rogers Lanon, Gary Davis, Wayne Hajovsky, Chad Burns and Shauna Cooper. Tracy Orr took meeting minutes and notes of the evaluation process.

Methodology Employed for the Evaluation

The RFP's were due on April 25, 2014 and were delivered or mailed to the Village of Angel Fire. Tracy Orr and Terry Cordova checked the RFP's in and opened them to review for mandatory specifications. Discrepancies were identified, discussed and validated. No proposals were eliminated from further review/scoring.

The RFP's were distributed to the evaluation team members for their individual evaluation and scoring by April 28, 2014. Instructions for the Committee were to read all proposals and familiarize themselves with the contents of the RFP's. They were also instructed to individually score the proposals based on the evaluation criteria in the RFP. An Evaluation Form was used by the Committee members to score each of the proposals. The individual scores from each Committee member were averaged.

On May 12, 2014, prior to the Evaluation Committee reviewing the scores, the potential recipients were invited to give an oral presentation of no more than 15 minutes to the Evaluation Committee.

Evaluation Results

A) Mandatory Specifications

Mandatory evaluation factors included mailing or hand-delivering the RFP's to the Village offices no later than 2pm on April 25, 2014. The applicants had to provide one original and six copies of their proposal to the Village Clerk. Late proposals were not accepted.

The following proposals were received in proper format and in a timely manner: Moreno Valley Arts Council, Sangre de Cristo Homebuilders, David Westphall Veteran's Foundation, Music from Angel Fire, Hound Dog Events, and Angel Fire Chamber of Commerce.

Applicants passing the Mandatory Specification review were:

MVAC	Homebuilders	Westphall Foundation	Music from AF	Hound Dog	Chamber of Commerce	
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An overall score was awarded to each proposal based on the criteria above with 100 being a perfect score. Committee members gave each proposal an overall score. Chairperson Rogers Lanon did not award a score as he is a Village Councilman now. Each score was added up and divided by 4 for an average score. Here are those results:

Moreno Valley Arts Council

84	65	90	70		77 Average
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Sangre de Cristo Homebuilders

88	77	96	63		81 Average
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Westphall Foundation

92	80	96	88		88 Average
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Music From Angel Fire

80	70	87	83		80 Average
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Hound Dog Event

84	77	85	75		80 Average
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Angel Fire Chamber of Commerce

75	60	90	57		70 Average
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Here is a brief write up of the discussions regarding each of the proposals, their scores and the recommended funding from the Evaluation Committee:

- 1) Moreno Valley Arts Council – MVAC applied for \$10,000 in funding, with \$7,840 requested for advertising their new event, the Plein Aire Painting Competition. The Plein Aire competition is a 4 day event with 3 night stays anticipated. The event will draw painters from New Mexico, Texas, Colorado and Oklahoma. \$1,485 was requested for advertising ArtsFest in New Mexico Magazine and \$675 was requested for a general advertising ad in Enchantment Magazine. The Committee likes the new event idea but believes ArtsFest is declining in attendance each year.
Score: 77 Recommended Funding: \$5,000

- 2) Sangre de Cristo Homebuilders Association – Submitted proposal requesting funds in the amount of \$7,500 for an advertising campaign using radio, website upgrades and magazine advertising to promote the Parade of Homes. Funds will also be used to produce the Parade of Homes magazine and advertise the event. The Homebuilders Association will match the awarded advertising dollars. They plan on coming up with a better room night tracking plan, such as a central reservation area for attendees to sign in, which the Evaluation Committee encourages them to do. The Homebuilders Association wishes to add an expo to the event, possibly next year. They are also working on an exit strategy from Lodgers Tax in the near future.
Score: 81 Recommended Funding: \$7,500

3) Westphall Foundation – The David Westphall Veteran’s Foundation submitted a request for \$5,000 for advertising in Vietnam Veterans of America and creating a virtual tour of the memorial for use on their website and for other uses. The Foundation has the following goals in their 2014/2015 Marketing Plan: Goal 1-to increase visitation to Memorial events by 10%; Goal 2-to track website and social media sites, collecting research data and analyzing the data; Goal 3-use the Memorial as a Veterans Reunion venue; Goal 4-continue to track room nights and prove the value of advertising dollars spent. Presented in their proposal were Google analytic results from their website.

Score: 88 Recommended Funding: \$5,000

4) Music From Angel Fire – The new executive director, Lizzy Holcombe presented for Music from Angel Fire. MFAF is in its 31st year. Six concerts will be held in Angel Fire this year as well as over 30 hands-on classroom concerts with the Angel Fire Young Artist program. There will be 2 “Close Encounters”, 3 receptions, a benefit race, an in-depth school program, the Harlem String Quartet and a mariachi band. All events will headquarter out of Angel Fire. The dates for the festival will begin August 15th and end August 31st. Free lodging is provided to the musicians. Concerts are recorded and broadcast through the American Public Media Radio Broadcast to 260 radio stations with a listening audience of 1.3 million. Music from Angel Fire has committed \$44,300 to advertising the concert series.

Score: 80 Recommended Funding: \$5,000

5) Hound Dog Events – The goal of Hound Dog Events is to increase the exposure of Angel Fire as a premier outdoor activity and road cycling destination. Rough Riders 200 Back to Back Century Rides will be held June 28-29, 2014 in Angel Fire. The event is a 2 day event and hopes are to generate 350 riders whom will stay in local lodging, eat at our restaurants and purchase items from our shops. Last year, Hound Dog Events had 188 “rider days”. The Committee is looking forward to seeing how this event grows and was impressed that this group only requested \$7,500 and how they have a plan to phase out the utilization of Lodgers Tax funds.

Score: 80 Recommended Funding: \$7,500

6) Angel Fire Chamber of Commerce – Habla Tamale is the event the Chamber would like to propose for June 29-30, 2015. This would be a two day event with a tamale cookoff, family focused events, arts and crafts booths, kid activities, etc. There is not another tamale cookoff in the state. This event was supposed to take place in 2014 however, the Habla Tamale Committee got off to a late start and they want the event to be successful so decided to postpone the event to 2015. Habla Tamale will be looking for large sponsorships for the event. The Chamber did not use the Lodgers Tax funds they were awarded last year. The Lodgers Tax Committee agrees this could turn into a good yearly event. \$10,000 was being requested for this event.

Score: 70 Recommended Funding: \$10,000

The Evaluation Committee, based on the above scoring and discussion, voted unanimously to present to Council their recommendations on how the Lodgers Tax funds should be allocated to each proposal. The amounts recommended are listed above under “Recommended Funding”.

Total amount of Lodger’s Tax Funds to be recommended to Council: \$40,000