



**Chamber of Commerce** **\$28,200**

**2017 Music Festival, June 23-24, 2017** **\$8,000**

Ms. Kos stated they are going to partner with Draggin Main this year and they do not have their lineup yet. She stated they are going to cross promote for the whole week. She stated entertainment will be one night. Mayor Pro Tem Garza asked where the event would be. Ms. Kos stated they would have it at Marshall again.

**In-House Printing** **\$5,000**

Ms. Kos stated this helps pay for toner and printing.

**Promotion of 2017 Pioneer Days, June 1-3, 2017** **\$5,000**

Ms. Kos stated they use some of the money for trophies and printing the programs.

**Postage for Tourism Packets** **\$4,000**

Ms. Kos stated this was to help for the remainder of the year. Ms. Melancon stated there was no application for this item. Ms. Kos stated they could table this item until the next meeting.

**Tourism Folders** **\$4,000**

Ms. Kos stated they would like to order more folders. Mr. David asked how many they have purchased already. Ms. Kos stated they ordered 1,000 and would like 8,000 more to take them through the end of the year.

**Museum Billboard promotion** **\$1,200**

Ms. Kos stated this is for the billboard going from Clovis to Lubbock.

**Miss Rodeo New Mexico Pageant, May 30-June 2, 2017** **\$7,500**

Ms. Wilma Fulgham stated this was the 62<sup>nd</sup> annual Miss Rodeo New Mexico Pageant. She stated she would be back in April to bring the Chuckwagon proposal. Mr. Martin stated it shows insurance costs and facility fees under how fees will be used. Lodger's Tax fees cannot be used on those two items. He stated those would not be reimbursed. Ms. Fulgham stated they were only listed to give an overview.

**Draggin Main, June 19-24, 2017** **\$15,000**

Mr. Gene Porter stated he didn't have an exact count for hotel rooms, but filled the rooms that they had blocked. They want to challenge the hotels to accommodate as many people as they are bringing in. He stated the money they received last year was very limiting for everything they wanted to promote. They were not able to reach very much because it is more expensive to advertise in larger cities. They have some offers from TV stations in Lubbock and Amarillo that they would like to work with as well. Mr. David stated he thought his goal was to bring people back to Clovis. He stated it seems that has changed. Mr. Porter stated it started that way, but then they realized it could bring people downtown. Mr. Martin asked how much he would be spending on outside advertising. Mr. Porter stated they would like to see billboards in Lubbock, Amarillo and Albuquerque as well as radio spots in all three cities. The

radio and TV would cost around \$1,000 each and the billboards would cost around \$3,500. Mr. Martin asked if they community spotlights were during the event. Mr. Porter stated they would film part of the event and it would end up on the news. Mr. David asked if they were doing anything prior to the event. Mr. Porter stated it would affect them more next year.

Mr. Porter stated the event posters go out to outlining cities as well when they go to other car events. Mr. Thomas asked if they sell the posters at the event. Mr. Porter stated they didn't sell them last year because it is not a strong revenue stream. Mr. Pandya asked if they lost money last year. Mr. Porter stated they lost money on the movie. It was a \$5,000 expense and they took in around \$2,500.

Mr. Porter stated the Music Festival Night will take place on Friday in place of the movie. Mayor Pro Tem Garza stated he is concerned with the location. He had complaints last year that there was no room to dance and they couldn't buy alcohol.

Mayor Pro Tem Garza asked if he has talked to Clovis Sign to see where else they could put signs. Mr. Porter stated they have a large concentration in the area, but did not know exactly what their coverage was. The billboard they had last year did not go through Clovis Sign. Mayor Pro Tem Garza stated if they can get 5-6 spread out in Clovis Sign's area it may save money.

Mr. Martin asked if they have a lineup of every night. Mr. Porter stated it will be similar to last year except for the road tour.

**Pioneer Days Rodeo, June 1-3, 2017**

**\$20,000**

Mr. Jerry Fulgham stated this is the 47<sup>th</sup> Annual Rodeo. They had approximately 5,000 spectators and 375-400 contestants annually. They reserve \$4,000 worth of rooms for those that help work the rodeo. They sold out at their host hotel, Days Inn, last year and had to move to the overflow hotel, Travel Lodge. They give buckles and spurs to the winners.

**Clovis Ultimate Calf Roping, April 27-30, 2017**

**\$12,000**

Ms. Joelle Reed stated they give out buckles, saddles and saddle pads as prizes with the City logo. It is great promotion for the City of Clovis and for the events center. She stated they have seen a big increase in Facebook promotion as well. Mr. Wayne Needham stated their outreach for advertising is for the communities that rope i.e., California, Oklahoma, Arizona. They have been doing this at least 15 years.

	<b>Request</b>	<b>Recommended</b>
<u>Chamber of Commerce</u>		
2017 Clovis Music Festival	\$8,000	\$4,000
In-House Printing	\$5,000	\$0
Promotion of 2017 Pioneer Days	\$5,000	\$3,000
Postage for Tourism Packets	\$4,000	tabled
Tourism Folders	\$4,000	\$4,000 (for fiscal year)

Museum Billboard promotion	\$1,200	\$1,200 (for fiscal year)
NM High School and Junior High Rodeo	\$8,000	\$4,000
Home and Garden Show	\$10,000	\$5,000
Miss Rodeo NM Pageant	\$7,500	\$5,000
Draggin Main	\$15,000	\$12,000
Pioneer Days Rodeo	\$20,000	\$15,000
Ultimate Calf Roping	\$12,000	\$12,000
<b>TOTAL</b>	<b>\$99,700</b>	<b>\$65,200</b>

Mr. Pandya moved for approval; Mr. Martin seconded the motion, which passed by acclamation. Ms. Reyes advised this would be on the January 19th Commission agenda.

**Agenda Item No. 5 - For the good of the order**

None.

**Agenda Item No. 6 - Adjournment**

There being no further business to come before the board the meeting adjourned at 7:30 p.m.