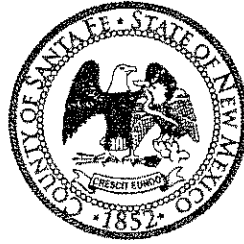


Henry P. Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Anna T. Hamilton
Commissioner, District 4


Ed Moreno
Commissioner, District 5

Katherine Miller
County Manager

MEMORANDUM

DATE: February, 8 2017

TO: Board of County Commissioners

FROM: Don Moya, Finance Division Director 

VIA: Katherine Miller, County Manager

SUBJECT: Resolution No. 2017-____, A Resolution Requesting a Budget Increase to Budget Cash in the Lodger's Tax Advertising Fund (215) for Tourism Related Initiatives/ \$400,000. (Finance/Don Moya)

ISSUE

The Finance Division is seeking approval to increase the Lodger's Tax Advertising Fund (215) to budget cash for new tourism related initiatives to be undertaken by the County Manager's Office.

BACKGROUND

One of the uses of the Lodger's Tax is for the purpose of advertising, publicizing, or promoting tourist attractions per State Statute and Santa Fe County Ordinance. The Statute and the Ordinance also require that the Lodger's Tax proceeds be expended within two years of being collected. To comply with these requirements, the County Manager's Office in collaboration with the Lodger's Tax Advisory Committee, has worked to develop new initiatives for the purpose of promoting tourism in Santa Fe County. These initiatives now include a comprehensive and competitive Lodger's Tax Grant application process, new advertising placements and updated marketing materials.

Strategically promoting tourism, particularly outdoor recreation and shoulder season tourism, has been identified in the Santa Fe County's Economic Development Plan as a targeted area of growth. The proposed new Lodger's Tax initiatives are aligned with these targeted areas.

RECOMMENDATION

The Finance Division recommends that the budget for the Lodger's Tax Advertising Fund (215) be increased by \$400,000 to fund new tourism related initiatives.



SANTA FE COUNTY

RESOLUTION 2017 - _____

A RESOLUTION REQUESTING AUTHORIZATION TO MAKE THE BUDGET ADJUSTMENT DETAILED ON THIS FORM

Whereas, the Board of County Commissioners meeting in regular session on Feb 14, 2017, did request the following budget adjustment:

Department / Division: CMO Fund Name: Lodger's Tax Advertising Fund (215)

Budget Adjustment Type: Increase Fiscal Year: 2017 (July 1, 2017 - June 30, 2017)

BUDGETED REVENUES: (use continuation sheet, if necessary)

FUND CODE XXX	DEPARTMENT DIVISION XXX	ACTIVITY BASIC/SUB XXX	ELEMENT OBJECT XXX	REVENUE NAME	INCREASE AMOUNT	DECREASE AMOUNT
215	0000	385	0200	Lodger's Tax Advertising Fund - Budgeted Cash	\$400,000	
TOTAL (if SUBTOTAL, check here)					\$400,000	

BUDGETED EXPENDITURES: (use continuation sheet, if necessary)

FUND CODE XXX	DEPARTMENT DIVISION XXX	ACTIVITY BASIC/SUB XXX	ELEMENT OBJECT XXX	CATEGORY / LINE ITEM NAME	INCREASE AMOUNT	DECREASE AMOUNT
215	0320	435	5003	Contractual Services	\$397,500	
215	0320	433	7041	Other Operating Costs/Reporting & Recording	\$2,500	
TOTAL (if SUBTOTAL, check here)					\$400,000	

Requesting Department Approval: Don Maga Title: _____ Date: _____
 Finance Department Approval: Don Maga Date: 2-7-17 Entered by: _____ Date: _____
 County Manager Approval: _____ Date: _____ Updated by: _____ Date: _____

SANTA FE COUNTY

RESOLUTION 2017 - _____

ATTACH ADDITIONAL SHEETS IF NECESSARY.

DEPARTMENT CONTACT: Name: Don Moya Dept/Div: CMO/Finance Phone: 986-6321

DETAILED JUSTIFICATION FOR REQUESTING BUDGET ADJUSTMENT (If applicable, cite the following authority: State Statute, grant name and award date, other laws, regulations, etc.):

- 1) Please summarize the request and its purpose.

To budget cash for new initiatives to be undertaken by the County Manager's Office including a new grant program, an additional advertising campaign and marketing materials. These initiatives are in alignment with the express purpose of the Lodger's Tax per State statute and County ordinance.

a) Employee Actions

Line Item	Action (Add/Delete/Position, Reclass, Overtime)	Position Type (permanent, term)	Position Title

b) Professional Services (\$0-xx) and Capital Category (80-xx) detail:

Line Item	Detail (what specific things, contracts, or services are being added or deleted)	Amount
215-0320-433-5003	FY2016 and FY2017 grant programs and other tourism related contractual services	\$397,500

- 2) Is the budget action for RECURRING expense _____ or for NON-RECURRING (one-time only) expense X _____

SANTA FE COUNTY
RESOLUTION 2017- _____

ATTACH ADDITIONAL SHEETS IF NECESSARY.

DEPARTMENT CONTACT:

Name: Don Moya Dept/Div: CMO/Finance Phone No.: 986-6321

DETAILED JUSTIFICATION FOR REQUESTING BUDGET ADJUSTMENT (If applicable, cite the following authority: State Statute, grant name and award date, other laws, regulations, etc.):

- 3) Does this request impact a revenue source? If so, please identify (i.e. General Fund, state funds, federal funds, etc.), and address the following:
 - a) If this is a state special appropriation, YES NO X
If YES, cite statute and attach a copy.

Lodger's Tax Advertising Fund - Cash

- b) Does this include state or federal funds? YES NO X
If YES, please cite and attach a copy of statute, if a special appropriation, or include grant name, number, award date and amount, and attach a copy of a award letter and proposed budget.
- c) Is this request a result of Commission action? YES NO X
If YES, please cite and attach a copy of supporting documentation (i.e. Minutes, Resolution, Ordinance, etc.)
- d) Please identify other funding sources used to match this request.

SANTA FE COUNTY
RESOLUTION 2017 - _____

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Santa Fe County that the Local Government Division of the Department of Finance and Administration is hereby requested to grant authority to adjust budgets as detailed above.

Approved, Adopted, and Passed This _____ Day of _____, 2017.

Santa Fe Board of County Commissioners

Henry P. Roybal, Chairperson

ATTEST:

Geraldine Salazar, County Clerk

