

Village of Ruidoso Lodgers Tax Committee
Notice of Regular Meeting April 14, 2016
Distributed April 11, 2016

In This Issue

Notice of Regular Meeting April 14, 2016

Members, Ruidoso Lodgers Tax Committee

Financial Reports

Notice of Regular Meeting April 14, 2016

Notice is hereby given that Kathy Yeager, Chair of the Lodger's Tax Committee for the Village of Ruidoso, has scheduled the regular meeting of the Lodger's Tax Committee for **Thursday April 14, 2016 at 1pm**. The meeting will be held at the Village of Ruidoso Administrative Center Council Chambers, 313 Cree Meadows Drive, Ruidoso, New Mexico. The agenda for the meeting is as follows:

1. **Call to Order**
2. **Approval of Minutes Regular Meeting March 10, 2015** [Draft Meeting Minutes March 10, 2016](#)
3. **Financial Report:** Judi Starkovich
4. **Discussion:** Bradford Dyjak, Planning & Zoning Department update on short term lodging issues.
5. **Quarterly Reports:**
 - **Media Planning:** Cheri Kofakis [Media Report 3rd Qtr FY16](#)
 - **Creative Design:** Kerry Gladden
 - **Public Relations:** Kerry Gladden
 - **Ruidoso and Billy the Kid Visitors Centers:** Becky Brooks
 - **Ruidoso Convention Center:** Gail Bailey
 - **Parks & Recreation:** Rodney Griego [Parks & Rec 3rd Qtr Report](#)
 - **Director's Report:** Gina Kelley
 - [Director's Report April 14, 2016](#)
 - [New Mexico Magazine Ruidoso Article](#)
6. **Discussion & Possible Action:** approval of contract amendment with Target Media, increasing contract amount by \$1000.
7. **Adjourn**

Gina Kelley
Director of Tourism
Posted: April 11, 2016
Time: 1:00pm

**The
Fine
Print**

Any amendments to the minutes need to be made and posted at least 24 hours prior to the meeting.

This communication is information generated by the Village of Ruidoso Lodgers Tax Committee (an advisory committee to local government). It is often in first draft form and not checked for syntax or spelling. Any views expressed do not necessarily represent those of the Village of Ruidoso.

Gina Kelley, Director of Tourism

I certify that notice has been given in compliance with Sections 10-15-1 through 10-1 5-4 NMSA 1978 and Resolution 2014-01. If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the Village Clerk at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the Village Clerk if a summary or other type of accessible format is needed.

Imma Devine, Clerk, Village of Ruidoso



Village of Ruidoso Lodgers Tax Committee
Regular Meeting March 10, 2016
Draft Meeting Minutes

Meeting Attendees: Kathy Yeager, Sunny Hirschfeld, Charles Meeks, Alan Riches, Steve Tally

1. **Call to Order:** Chairperson Kathy Yeager called the meeting to order at 9:00 am
2. **Approval of Minutes Regular Meeting February 17, 2016:** Sunny motioned to approve the minutes as submitted, Charles seconded the motion, motion passed unanimously.
3. **Financial Report:** Judi Starkovich, Village Finance Director reported that year to date lodgers tax collections are over 11.96% ahead of last year with an increase of \$117,511. Judi advised that the Finance department closed February early due to staffing issues so expenditures YTD are a bit short; these will be caught up on the March report. She also advised that she reversed the transfer for RPD overtime because they will bill quarterly, based on actual costs. As of December 31 there is only \$11,532. in police dept. overtime related to special events. The committee asked what revenues we might expect to have available at the end of the fiscal year for improvement projects. Judi responded that based on history, we usually have \$300,000 left at the end of the fiscal year, but that depends on revenues for the remainder of the fiscal year.
4. **FY17 Special Event Funding Requests:** the following organizations requested lodgers tax funding for events taking place between July 1, 2016 – June 30, 2017:
 - a. **Special Events Resource Group:** 35th Annual Ruidoso Oktoberfest. Laura Doth presented the request for \$2000.00. The event is marketed in Roswell, El Paso, Alamogordo and the I-25 corridor via posters, rack cards, radio, print, facebook, and website. Charles Meeks asked what percentage of the 4,000 attendees are from out of town; Ms. Doth responded that 60% are from out of town. This figure is arrived at by prize entry tickets filled out by attendees.
 - b. **Ruidoso Valley Chamber of Commerce:** 45th Annual Ruidoso Art Festival. Becky Brooks presented the request for \$2500. The event is promoted largely through facebook and other social media efforts targeting New Mexico, Texas, Arizona, Colorado and Oklahoma. Ms. Brooks estimated that 75% of the 4,000-5,000 attendees are from out of town.
 - c. **Ruidoso Valley Chamber of Commerce/Ruidoso Valley Greeters:** Christmas Jubilee. Paula Bates presented the request for \$2000. 82 local merchants participate in this event attended by over 4,000 people, 50% of which are from out of town. The event is promoted via posters, rack cards, bookmarks, print media, radio and website banner ads.
 - d. **Bicycle Ruidoso:** 10th Annual Tour de Ruidoso. Craig Maldonado presented the request for \$1500. This "sight-doing" event attracts over 200 cyclists and their families, primarily from out of town. It is marketed via rack cards and posters distributed to local businesses and bike shops in NM, Texas, Arizona and Colorado and at cycling events throughout the region. Facebook will be used for advertising blasts throughout the summer & closer to the event. Note: Ruidoso Tourism is promoting this event on military bases through the Outdoor Recreation Departments.
 - e. **Ski Apache Adaptive Sports:** 3rd Annual Ruidoso Grindstone Trail Run. Frederic Moras presented the request for \$1000. This event grew from 184 participants in 2014 to 251 participants in 2015 and the expectation is that it will grow to over 300 participants in 2016. Over half of the participants were from out of town. third distance run has been added in addition to the original 4 mile and 8.5 mile runs, a half marathon (13.2) miles. This was added due to requests from runners from out of town; if they are going to travel to Ruidoso for a run, they want it to be a longer run. The event will be promoted via posters distributed in SE NM,

El Paso, ABQ and Santa Fe in specialized running stores, via print media, website advertising, and facebook. Frederic also wanted to mention that if the Village is able to build a pavilion in Wingfield Park, it will save this event over \$800 in tent rental fees. Note: Ruidoso Tourism is promoting this event on military bases through the Outdoor Recreation Departments.

- f. **Zia Rides: 12 Hours in the Wild West.** Seth Bush presented the request for \$2500.00 This event has been moved to the Grindstone Trail System from Fort Stanton NCA, which should increase utilization of local lodging (the 2015 event takes place April 9, so statistics are not yet available). With the move to Grindstone, there are more kid-friendly activities for the rider's families including frisbee giveaways, disc golf and horseback riding. 300-400 participants are expected, 90% are from out of town. The event will be promoted online on mountain biking magazine websites, via facebook, twitter and Instagram, posters that are distributed to over 600 bike shops in Arizona, Colorado, NM, Utah, Nevada, Oklahoma, Texas and California, and a newsletter to 2500 people. **Note:** Ruidoso Tourism is promoting the event on military bases through the Outdoor Recreation Departments and the NM Tourism Dept. is promoting the event in New Mexico Magazine's April issue.
- g. **Fort Stanton Inc.:** Fort Stanton LIVE! Earl Pittman presented the request for \$5000.00. This event attracts over 3000 attendees. Fort Stanton conducts a survey at the event that provides detailed info on where people are from, where they stay, and how they heard about the event. 50% are from NM, 35% from Texas. Of the 50% from NM, 64% of those are from outside Lincoln County (highest numbers are from Chavez, Otero, Eddy, Dona Ana & Bernalillo Counties). 72% of attendees in 2015 were attending the event for the 1st time, demonstrating that their marketing efforts are reaching new visitors. The event is promoted via print, radio and digital ads in Southeast NM and West Texas.
- h. **Hubbard Museum of the American West Foundation:** 27th Annual Lincoln County Cowboy Symposium. Sunny Hirschfeld presented the request for \$3000. Every year this event plans new activities and this year the music will trend "younger" in hopes of attracting new visitors as the attendance has plateaued at about 22,000. The Time jumpers featuring Vince Gill have been booked for the Thursday night concert, there will be a kid's invitational fiddle contest on Sunday. In addition to print, radio and digital advertising, participants in the event are distributing "save the date" postcards at shooting and riding events throughout the Southwest. The ticket sales are now done through the track so a zip code report for ticket sales can be pulled to determine origin of the visitors; Sunny estimates that the majority of the attendees are from outside Lincoln County.
- i. **Golden Aspen Rally Association:** Golden Aspen Motorcycle Rally Sept 14-18, 2016 and the Aspencash Motorcycle Rally, May 18-21, 2017. Ron Andrews presented the request for \$5000 each. Ron advised the committee that he and his wife Jill have taken the rallies over, as Patric Pearson has had family situations to deal with and has moved to Colorado. Kathy Yeager asked if there are any plans to move any of the rally events back to the Ruidoso Convention Center; Ron advised that they are working on a big karaoke competition that will take place at the RCC during the event. They are also working with the Buffalo Soldier motorcycle group (consists of retired and active duty police officers) to hold an event at the RCC during the September rally. Ron pointed out that both rallies are two of the four most family oriented rallies; they work very closely with the Christian Motorcycle Association on these events. There is a 40,000 direct mail piece promoting both rallies as well as print advertising, facebook and twitter utilization. Ron estimates that less than 10% of the attendees are from New Mexico.
- j. **Ruidoso Pickleball Club:** Ruidoso Pickleball Championships June 10-12, 2017. Sharon Allen presented the request for \$500. This event will be advertised on the USPA website and facebook pages for both the Alto and Ruidoso Pickleball Clubs, via banners and print ads. They expect over 75 participants for this event. Pickleball is growing daily, with over 100 more tournaments scheduled around the US than there were last year. This 3 day event brings people to Ruidoso on a slow weekend in June; the proceeds of the event go to the Parks and Recreation Dept. to a fund allocated to build dedicated pickleball courts.

5. **Line Item Funding Requests:**
 - a. **Parks & Recreation Department Improvement Projects:** Rodney Griego presented the plan for improvements of \$70,600 (5% of annual lodgers tax revenues are allocated to the Parks & Rec Department for improvements. This year, that figure is estimated to be \$67,500).
 - i. **Single Vault Waterless Restroom at Alto Lake:** Alto Lake now allows boating, so the use has gone up significantly. The Village is now looking at developing trails around Alto Lake, so visitation will continue to increase. Cost is \$21,300
 - ii. **Double Vault Waterless Restroom at Grindstone Lake:** with the development of the Grindstone Trail System, use of this area has increased. Cost is \$39,300. Note that Parks & Rec pays for rental and cleaning of portable toilets; installing permanent facilities will reduce costs.
 - iii. **Two Rivers Park Post Replacement:** \$10,000
 - b. **Parks & Recreation/Wingfield Park Pavilion Project:** Greg Cory presented the request for funding of \$100,000. The legislature allocated \$100,000 for this project; the estimated total cost is \$200,000. The Village is applying for additional grants to fund this project; we have a reasonable expectation of getting awarded one grant for \$20,000. There will be a 50' x 96' concrete slab with a metal roof, a basketball court and 8 pickleball courts. They are looking at upping the amperage to accommodate power requirements as this has been an ongoing problem at the park. This pavilion would facilitate attracting other events such as craft beer, wine and music festivals. The Village sees this as its #2 priority; the HVAC at the Ruidoso Convention Center is #1. Greg indicated that this is a pretty simple project with a 90 day turnaround, so this could be up & running by the end of this calendar year.
 - c. **Ruidoso Convention Center:** Greg Cory presented the request for funding the new HVAC system at the Convention Center; projected cost is roughly \$600,000 including GRT. \$154,000 was allocated by the legislature for this project. In addition to the annual 5% of the lodger's tax budget allocated to the convention center for maintenance and improvements, the Village is asking for \$320,000 in funding.
 - d. **Ruidoso Police Department Special Event Overtime:** Lt. Chavez presented a request for \$33,350. This is a decrease from previous years. In the current fiscal year, only \$11,532.37 has been spent in overtime – largely because the RPD is fully staffed and less overtime is required due to shift scheduling to accommodate special events. The events that require additional RPD coverage are the two Motorcycle Rallies, the Aspenfest and Festival of Lights Parades, and holiday weekends.
 - e. **Brochures, Tradeshow Etc. Line Item:** Gina Kelley presented a request for \$30,000 in funding. The majority of the funding goes to brochure printing & distribution (\$16,900), web site hosting & domains (\$1030), Ruidoso Webcam expenses (\$2220), Photography (\$4000), Tradeshow booth fees for the military market (\$3000) with the remaining \$750 going for shipping of brochures and promotional items.
6. **New Mexico True TV Sponsorship:** Richard Holcomb of Cliffdweller Productions presented a request for sponsorship of the New Mexico True TV show. This weekly show that features New Mexico destinations is shown in ABQ, El Paso, Las Cruces and Lubbock. This year PBS in Las Cruces was added and they are looking at other PBS stations in these drive markets. They are currently negotiating with the Dish Network to add NM True TV to a new Dish Channel – there is no cost for this, as they will provide the programming and Dish will run commercials during the programming promoting the Dish Network. The show will be aired 5x a week; one of the slots will be in prime time. This new channel has the potential to reach 14 million people. Similar negotiations are underway with Comcast.
7. **Discussion and Possible Action:** FY16 budget adjustment decreasing Special Advertising line item 214-165-52067 by \$5000 and increasing Marketing and Advertising line item 214-165-52066 by \$5000. Gina Kelley requested this adjustment in order to cover the costs of existing advertising through the end of the fiscal year. During the meeting, she discovered that an additional \$10, 519 was

required to cover the cost of TV advertising in Lubbock in May & June. There was a miscommunication with the media planner regarding the available budget for this year's marketing and advertising. After an analysis of existing funds in the budget, Steve moved that \$8000 from the military line item 214-165-52070 and \$3926 from special advertising line item 214-165-52067 be transferred to 214-165-52066, Marketing & Advertising. Alan seconded the motion, motion passed unanimously.

8. **Discussion and Possible Action:** FY16 budget adjustment on lodger's tax revenues to enable an increase in administrative fees for the purpose of the Village of Ruidoso undertaking a study to determine the number of lodging facilities that may not be registered as short term rentals. This topic generated discussion from committee members, meeting attendees and Greg Cory.
- a. Kathy Yeager has researched the Airbnb listings & found that there are 45 properties within Village limits that are not registered as short term rentals. She estimates that over \$787,000 in lodging revenue are being generated from Airbnb rentals alone and those rentals are not paying either GRT or lodgers Tax.
 - b. Cindi Clayton-Davis of Condotel spoke on this issue, requesting that Council modify the short term rental ordinance to incorporate lodger's tax language into it. She asked that these lodgers be identified, notify them of the ordinance and enforce the ordinance to ensure that not only are the lodging facilities safe, but that taxes are collected. This will level the playing field. She has studied the short term rentals on VRBO and estimates that there are 300 unregistered properties; lodgers tax collected from these properties could bring in an additional \$200,000 in revenues.
 - c. Bill LeMasters of Hummingbird Cabins also spoke on this issue, again asking that the Council do what is necessary to level the playing field. He estimates that the Village is missing out on \$350,000 in GRT. He asks that the Council put teeth in the existing lodger's tax ordinance that would ensure that there are severe penalties for not paying lodger's tax. When you sign up as a short term rental, you are agreeing to play by the rules and you have to be held accountable. If we conduct a similar study to Santa Fe it needs to not be a one time study, because the situation is fluid. He also pointed out that these rentals drive down the rental rates of property management companies that play by the rules; in turn, it hurts the Villages tax revenues.
 - d. Greg Cory: updated the committee and audience on the Village's efforts to address the situation. He advised that he was on the Village Council when the short term rental ordinance went into effect; the primary purpose was to allow 2nd homeowners to engage in short term rentals and ensure the safety of their guests. Tax issues were not addressed at that time. The Village will hold an internal meeting on Monday to start the process of looking at the ordinance and the nightly rental issue; they will reach out to the Lodgers Tax Committee for its assistance. The P&Z department is shorthanded & getting personnel time to monitor, enforce and inspect these properties will be a challenge.
 - e. Other discussion: Gillian Baudo spoke and believes that people don't know that they need to register as a short term rental, that we need to undertake a PR campaign to inform the public. Cindi Clayton Davis suggested that escrow companies inform buyers of second homes, Sunny Hirschfeld suggested notice be put on the utility bills. Councilor Lynn Crawford discussed that the Village is putting together a package creating a pathway to operating a business in Ruidoso, and this info should be included there as well.

After discussion on this topic, Steve moved to approve allocating \$2000 + GRT from cash reserves to engage Southwest Planning in a short term rental study. Charles seconded the motion, motion passed unanimously.

9. Discussion and Possible Action: FY17 Lodger's Tax Budget

a. Revenues:

- I. Lodger's Tax Receipts: The committee determined that they are cautiously optimistic that we will continue to see growth in revenues, but they want to be conservative. Budgeted \$1.35 million in lodgers tax receipts.
- II. Lodger's Tax Penalties: Year to date penalties are at \$1832; amount budgeted is \$2000
- III. State Grants: Gina advised that the NMTD coop marketing grant of \$3000 that we received this year was for the R & R in Ruidoso, an event that will no longer take place. The NM Tourism Dept. has had its budget cut for FY17 and grant funding is in question. We will not be applying for a grant in FY17. Amount budgeted: zero
- IV. Interest on Delinquent Accounts: Year to date interest is \$898; budgeted \$500.
- V. Contributions/Sponsorship: Year to date \$360, this is from R & R in Ruidoso T-shirt sales. Budgeted zero

Total revenues budgeted \$1,352,500.00

b. Expenditures:

- I. Postage & 800: Current YTD expense is \$3818; the Chamber of Commerce advised that the \$10,000 will be sufficient for FY17.
- II. Ruidoso Pins: zero, as the pins that we have ordered should last through FY17.
- III. Contingency Fund: \$10,000 per year is budgeted for this line item.
- IV. Contractual Services: \$36,860 is committed as the Minimum Revenue Guarantee for the American Airlines Roswell-Phoenix route. The first year commitment runs from March 2016 – February 2017.
- V. Media Planning/Creative/PR: these contracts are all renewable for the next two years; a request was made by Cheri Kofakis, our media planner, to increase her contract by \$1000 due to increased travel costs. Budgeted amount for FY17 is \$104,180.
- VI. Visitor Center: The Chamber of Commerce contract for both the Ruidoso and Billy the Kid Visitor Centers is contracted at \$170,000 per year.
- VII. Convention Center Ad/Sales Contract: The MCM Elegante Lodge contract for Convention Center Marketing is contracted at \$70,000 per year.
- VIII. Brochures/Trade Show etc.: Gina requested \$30,000 for this line item; it included \$3000 for trade shows for military bases. Charles Meeks felt that this was inadequate, and the committee determined to move \$3000 from the brochures etc. line item to the military line item, and increase the tradeshow expense to \$5000. Budgeted amount for FY17 is \$32,000.
- IX. Tourism Director: contracted amount is \$82,193 per year; this includes all travel and entertainment expenses that were previously reimbursable under the brochures line item.
- X. Marketing & Advertising: \$400,000 budgeted for FY17; this will include military advertising.
- XI. Special Advertising: Budgeted amount for FY17 is \$25,000. Of this, \$11,700 + GRT will be allocated to sponsorship of the New Mexico True TV show.
- XII. Special Events: The committee determined that the minimum award should be \$1000 unless an organization applied for a lower funding amount. A discussion was held on revamping the Sanctioned Events ordinance to put a limit on how many years an event could ask for funding; for example, after a set number of years an event should be self-sufficient. The committee also set aside \$1500 for future requests. Total budgeted amount for FY17 is \$15,000.
 - Tour de Ruidoso: \$1000.

- Golden Aspen Motorcycle Rally: \$1500.
- Aspencash Motorcycle Rally: \$1500.00
- Fort Stanton LIVE! : \$1000.00
- Lincoln County Cowboy Symposium: \$1500.
- Ruidoso Pickleball Championships: \$500.
- Ruidoso Art Festival: \$1500.
- Christmas Jubilee: \$1500.
- Ruidoso Grindstone Trail Runs: \$1000.
- Ruidoso Oktoberfest: \$1500.00
- 12 Hours in the Wild West: \$1000.

- XIII. Military: advertising costs have been lumped into the overall Marketing and Advertising budget. \$3000 budgeted for on-base events (relocation fair, newcomer orientation, etc.)
- XIV. Bldg/Prop Maintenance Convention Center: This was a lengthy topic of discussion. 5% of the annual budget is allocated for Convention Center maintenance. This year, the committee determined that replacing the HVAC at the Convention Center is a priority; therefore funds were allocated in addition to the 5% (\$67,500) for a total of \$103,467. Steve moved to approve allocating \$200,000 from cash to Convention Center Bldg/Property Maintenance line item 214-165-52107 for the purpose of the installation of a new HVAC system at the Ruidoso Convention Center. Sunny seconded, the motion was approved unanimously. At the close of the fiscal year when the committee knows what the year-end cash balance is, additional funds may be allocated.
- XV. Parks Improvement Projects: 5% of the annual budget is allocated for Parks Improvement projects; \$67,500 budgeted for FY17.
- XVI. Police Overtime: although the RPD requested \$33,350, the Village asked that the committee increase this to \$40,000, which was budgeted for FY17.

Total Expenditures budgeted: \$1,169,950.00

Transfers Out:

- I. Transfers to General Fund: 5% of the annual budget is allocated for Admin Fees; budgeted amount is \$67,500.
- II. Transfer to Fund NMFA Loan: \$115,050 is budgeted annually to repay the Convention Center renovation loan.

Transfers Out budgeted: \$182,550.00

TOTAL REVENUES: \$1,352,500.00

TOTAL EXPENDITURES AND TRANSFERS OUT: \$1,352,500.00

Sunny moved to approve a \$1,352,500.00 lodger's tax budget for FY17, Steve seconded the motion, motion approved unanimously.

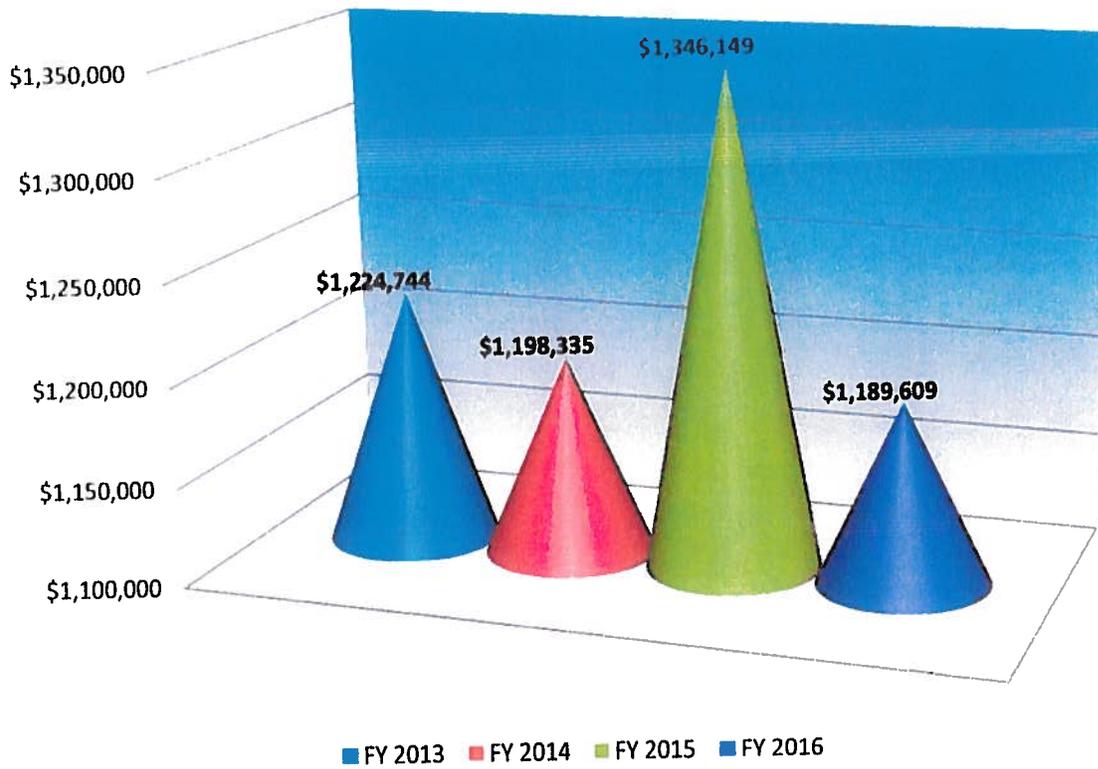
10. Adjourn: Meeting adjourned at 4:00pm

Meeting Minutes Approved:

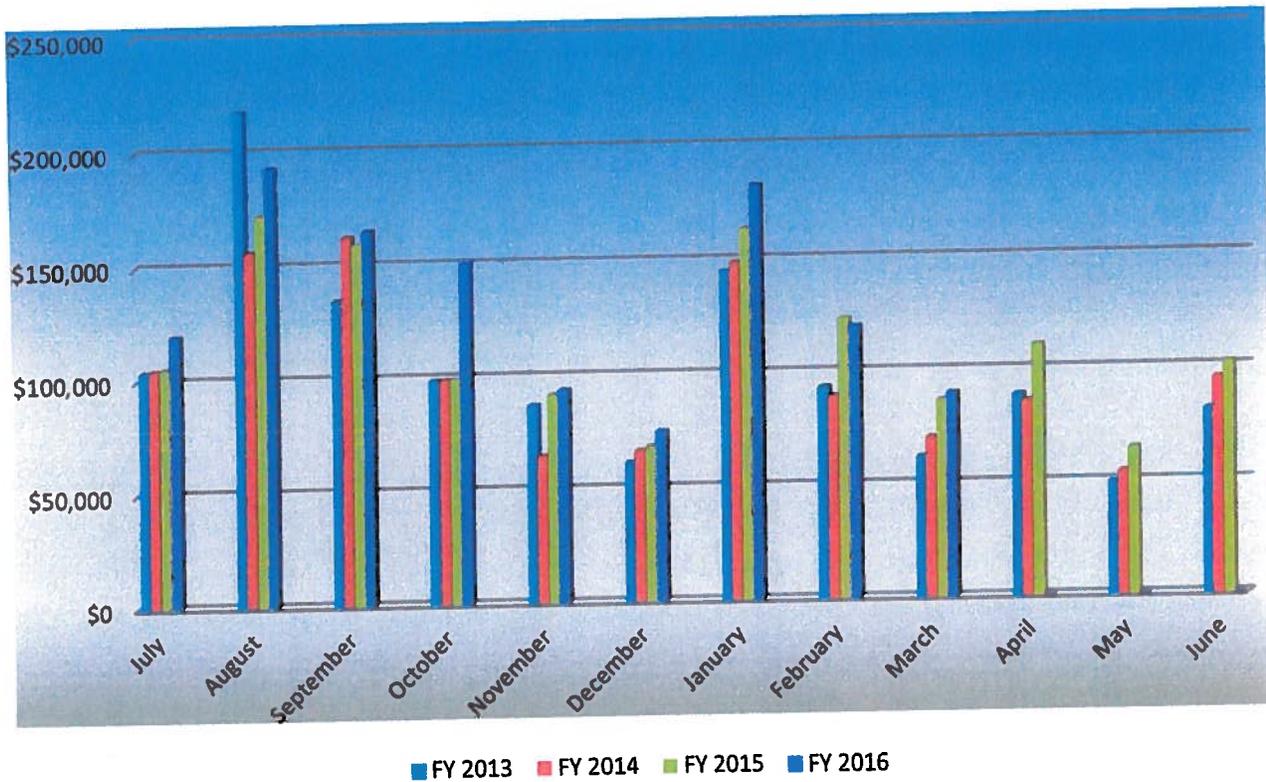
Kathy Yeager, Chair

Date

Lodgers' Tax (YTD) August



Lodgers' Tax Revenue



VILLAGE OF RUIDOSO
LODGERS' TAX EXPENDITURES
FOR THE NINE MONTHS ENDING MARCH 31, 2016
(UNAUDITED)

EXPENDITURES	ORIGINAL BUDGET	AMENDED BUDGET	YTD ACTUAL	ENCUMBERED	REMAINING BUDGET	% USED
<i>PROMOTIONAL SUPPLIES</i>						
Postage and Telephone	\$ 10,200	\$ 10,200	\$ 3,818	\$ 6,382	\$ -	100.00%
Ruidoso Pins	3,000	3,000	3,000	-	-	100.00%
Contingency	10,000	10,000	-	-	10,000	0.00%
SUBTOTAL	<u>23,200</u>	<u>23,200</u>	<u>6,818</u>	<u>6,382</u>	<u>10,000</u>	<u>56.90%</u>
<i>PROMOTIONAL SERVICES</i>						
Contractual Services	-	43,860	-	2,141	41,719	4.88%
Media Planning	103,180	103,180	71,931	31,244	5	100.00%
Visitors Center	170,000	170,000	84,925	85,075	-	100.00%
Convention Center	80,000	80,000	40,000	31,461	8,539	89.33%
BTKSB Visitors Center	-	-	-	-	-	#DIV/0!
Brochures/Tradeshaw	50,000	38,417	26,462	8,599	3,356	91.26%
Tourism Director	70,610	82,193	60,766	20,512	915	98.89%
Marketing and Advertising	400,000	405,000	273,412	143,442	(11,854)	102.93%
Special Advertising	75,000	45,000	30,224	5,000	9,776	78.28%
Special Events	25,000	25,000	17,660	-	7,340	70.64%
Military	42,000	42,000	29,026	4,366	8,608	79.50%
Convention Center Maintenance	65,000	65,000	-	5,274	59,726	8.11%
Parks Improvement Project	65,000	65,000	37,041	27,518	441	99.32%
Police Overtime	35,670	49,000	11,532	-	37,468	23.53%
SUBTOTAL	<u>1,181,460</u>	<u>1,213,650</u>	<u>682,979</u>	<u>364,632</u>	<u>166,039</u>	<u>86.32%</u>
TOTAL EXPENDITURES	<u>1,204,660</u>	<u>1,236,850</u>	<u>689,797</u>	<u>371,014</u>	<u>176,039</u>	<u>85.77%</u>
TRANSFERS						
Transfer Out GF - Admin Fee	65,350	65,350	59,899	-	5,451	91.66%
Transfer Out - Debt Service	115,050	115,050	94,893	-	20,157	82.48%
TOTAL TRANSFERS	<u>180,400</u>	<u>180,400</u>	<u>154,792</u>	<u>-</u>	<u>25,608</u>	<u>85.80%</u>
GRAND TOTAL	<u>\$ 1,385,060</u>	<u>\$ 1,417,250</u>	<u>\$ 844,589</u>	<u>\$ 371,014</u>	<u>\$ 201,647</u>	<u>85.77%</u>
BUDGET RECAP:						
Beginning Cash Balance	\$ 376,619					
Cash Reserve	(115,000)					
Available cash to rebudget	261,619					
+ Budgeted revenues	1,307,000					
Less: Budgeted expenditures + transfers	(1,417,250)	(110,250)				
Ending Cash Balance	<u>\$ 151,369</u>					

VILLAGE OF RUIDOSO
LODGERS' TAX STATEMENT OF CASH FLOWS
FOR THE NINE MONTHS ENDING MARCH 31, 2016
(UNAUDITED)

<i>Cash flows from operating activities:</i>	
Cash received from lodgers	\$ 1,191,441
Cash received from other sources	5,471
Cash paid to suppliers and grantees	<u>(758,848)</u>
<i>Net cash used for operating activities</i>	<u>438,064</u>
<i>Cash flows from investing activities:</i>	
Interest received	<u>1,063</u>
<i>Cash flows from non-capital financing activities:</i>	
Transfer for General Fund operations	59,899
Transfer for Debt Service Payments	<u>(154,792)</u>
<i>Net cash used for non-capital financing activities</i>	<u>(94,893)</u>
<i>Net increase in cash and cash equivalents</i>	344,234
<i>Cash and cash equivalents, beginning of year</i>	<u>376,619</u>
<i>Cash and cash equivalents, end of year</i>	720,853
Less: Reserves (Committee)	<u>(115,000)</u>
Available cash and cash equivalents	<u><u>\$ 605,853</u></u>
<i>Reconciliation of operating loss to net cash provided by operating activities:</i>	
Operating income/(loss)	\$ 507,115
<i>Adjustments to reconcile operating loss to net cash used for operating activities:</i>	
Increase in accounts payable	<u>(69,051)</u>
<i>Net cash provided by operating activities</i>	<u><u>\$ 438,064</u></u>

Summary of Significant Noncash Activities:

There are no significant noncash activities during the first month of the year ending June 30, 2016.

RUIDOSO TOURISM DEPARTMENT – MEDIA REPORT

Cheri Kofakis/Target Media on April 14, 2016

April-June Media Activity

- Magazines – New Mexico, Albuquerque, Texas Monthly, San Antonio, Austin Monthly, AARP Texas, American Cowboy, Wild West, Southwest Art; 2016 NM True Adventure Guide
- Out of Home – Lubbock, Midland/Odessa, Albuquerque, Austin/San Antonio corridor plus airport advertising in Roswell, El Paso & Albuquerque
- Web/Mobile – Trip Advisor, Go-NewMexico.com, Statesman.com, KOB.com, KVIA.com, EverythingLubbock.com, LubbockOnline.com, MRT.com & GoodSamClub.com
- eBlasts – May 17 to Austin, San Antonio & Houston; June 14 to San Antonio
- TV – Lubbock (May 9-June 12), El Paso (May 16-June 12), Albuquerque (May 9-June 12)

Google Analytics Review & Performance Reports

- Based on January-March, 2016
- Online activity increased by 15% from previous quarter and 10% from a year ago at the same time
- Organic traffic continues to grow which can be attributed to overall increased awareness and television advertising where there are no digital links – viewers remember Ruidoso and go searching for our site; overall organic traffic averages 68% but while TV airs it increases to 75%; we also find that more activity occurs on the mobile version of DiscoverRuidoso.com during TV campaigns
- A tremendous spike of Internet activity occurred from January 19-21 due to the eBlast that went out to San Antonio, Austin and Houston on January 19...
- **The eBlast drove more unique traffic to the site over 3 days than any other time during the 3 months (over 10% of 3 months of traffic occurred over those 3 days); the bounce rate and most indicative number of how important and interested the users are who come through due to the eBlast was 27.71% as compared to the average of 51.60% because they spent more time; 73% of the traffic was referral based as compared to 17.8% over the 3 months which tells us they linked directly from the blast – this medium will likely replace a lot of banner and outdoor advertising in FY17 which will save a lot and allow for new markets (like Phoenix and Dallas)**
- Top markets remain the same with San Antonio continuing to be the one where users spend the most time and look at more pages; as evidenced last time TV spots aired, El Paso, Albuquerque and Lubbock saw higher than normal activity

eBlast Performance

- Open rate was just over 11% which falls within the normal range for eBlasts (as compared to the average with banner advertising which is a third of that)
- Our click-thru rate is much higher than the norm at 16% versus 12-14% which is likely due to the message and photography

Ruidoso Visitors Center
Profit & Loss Budget vs. Actual
July 2015 through March 2016

	Jul '15 - Mar 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Donations	1,016.00	1,350.00	-334.00	75.3%
Products Sold	1,358.25	1,575.00	-216.75	86.2%
Village Contract	81,546.25	81,546.50	-0.25	100.0%
Total Income	83,920.50	84,471.50	-551.00	99.3%
Gross Profit	83,920.50	84,471.50	-551.00	99.3%
Expense				
Administration	9,900.00	9,900.00	0.00	100.0%
Advertising & Promotion	1,026.32	1,936.86	-910.54	53.0%
Audit Expense	0.00	1,200.00	-1,200.00	0.0%
Building Maintenance	5,212.98	10,124.91	-4,911.93	51.5%
Dues & Subscriptions	40.00	0.00	40.00	100.0%
Equipment Lease & Maintenance	816.53	3,750.03	-2,933.50	21.8%
Insurance	4,419.56	5,117.32	-697.76	86.4%
Office/Janitor Supplies	4,048.03	4,004.22	43.81	101.1%
Printing	4,557.39	2,899.97	1,557.42	151.9%
Product	0.00	358.64	-358.64	0.0%
Salaries	66,100.10	67,349.88	-1,249.78	98.1%
Telephone Service	3,080.83	3,150.00	-69.17	97.8%
Utilities	5,324.35	5,249.97	74.38	101.4%
Total Expense	104,526.09	115,141.80	-10,615.71	90.8%
Net Ordinary Income	-20,605.59	-30,670.30	10,064.71	67.2%
Other Income/Expense				
Other Income	3,818.04	0.00	3,818.04	100.0%
Village Reimbursements	3,818.04	0.00	3,818.04	100.0%
Total Other Income	7,636.08	0.00	7,636.08	0.0%
Other Expense				
Postage	6,400.37	7,800.00	-1,399.63	82.1%
Telephone 800 Numbers	686.78	720.00	-33.22	95.4%
Total Other Expense	7,087.15	8,520.00	-1,432.85	83.2%
Net Other Income	-3,269.11	-8,520.00	5,250.89	38.4%
Net Income	-23,874.70	-39,190.30	15,315.60	60.9%

2015/2016 Revenue Report

Month	2013/2014		2014/2015		2014/2015		2015/2016	
	Revenue	Waived Revenue	Revenue	Waived Revenue	Revenue	Waived Revenue	Revenue	Waived Revenue
July	\$ 21,925.73	\$ 9,451.95	\$ 20,201.66	\$ 7,560.26	\$ 19,688.50	\$ 7,986.02		
August	\$ 16,429.93	\$ 23,400.45	\$ 16,388.03	\$ 31,518.50	\$ 21,760.90	\$ 23,533.25		
September	\$ 10,704.94	\$ 13,164.71	\$ 14,142.52	\$ 9,029.53	\$ 19,174.02	\$ 12,990.02		
Q1 Totals	\$ 49,060.60	\$ 46,017.11	\$ 50,912.21	\$ 48,108.29	\$ 60,623.42	\$ 44,509.29		
October	\$ 14,123.34	\$ 10,014.31	\$ 19,242.42	\$ 8,403.52	\$ 20,328.48	\$ 6,136.50		
November	\$ 12,046.02	\$ 3,670.64	\$ 9,016.50	\$ 7,842.50	\$ 7,971.00	\$ 5,243.50		
December	\$ 3,827.21	\$ 1,190.96	\$ 4,797.01	\$ 1,351.00	\$ 1,164.50	\$ 1,344.50		
Q2 Totals	\$ 29,996.57	\$ 14,875.91	\$ 33,055.93	\$ 17,597.02	\$ 29,463.98	\$ 12,724.50		
January	\$ 7,907.52	\$ 9,722.00	\$ 5,330.00	\$ 8,308.50	\$ 7,562.50	\$ 328.00		
February	\$ 6,547.10	\$ 846.00	\$ 9,517.42	\$ 417.50	\$ 7,713.50	\$ 8,785.00		
March	\$ 15,552.12	\$ 2,823.01	\$ 14,564.51	\$ 3,067.00	\$ 13,136.00	\$ 3,166.00		
Q3 Totals	\$ 30,006.74	\$ 13,391.01	\$ 29,411.93	\$ 11,793.00	\$ 28,412.00	\$ 12,279.00		
April	\$ 15,319.91	\$ 17,024.30	\$ 19,739.90	\$ 19,605.50				
May	\$ 18,121.45	\$ 7,064.03	\$ 13,905.81	\$ 14,951.50				
June	\$ 13,399.73	\$ 2,485.00	\$ 21,608.50	\$ 5,566.75				
Q4 Totals	\$ 46,841.09	\$ 26,573.33	\$ 55,154.21	\$ 40,123.75	\$ -	\$ -		
Totals	\$ 155,905.00	\$ 100,857.36	\$ 168,534.28	\$ 117,622.06	\$ 118,499.40	\$ 69,512.79		

Village of Ruidoso
Parks and Recreation Department

MEMORANDUM

TO: Lodgers Tax Committee
FROM: Rodney Griego, Parks & Recreation Director
DATE: April 8th, 2016
SUBJECT: Parks and Recreation Department Quarterly Report

Parks & Recreation Improvement Projects:

Completed Projects - 3rd Quarter:

Two Rivers Post Replacement	\$10,000
Grindstone Sign	\$1257
White Mtn Recreation Complex, Storage Shed	\$11,951.30



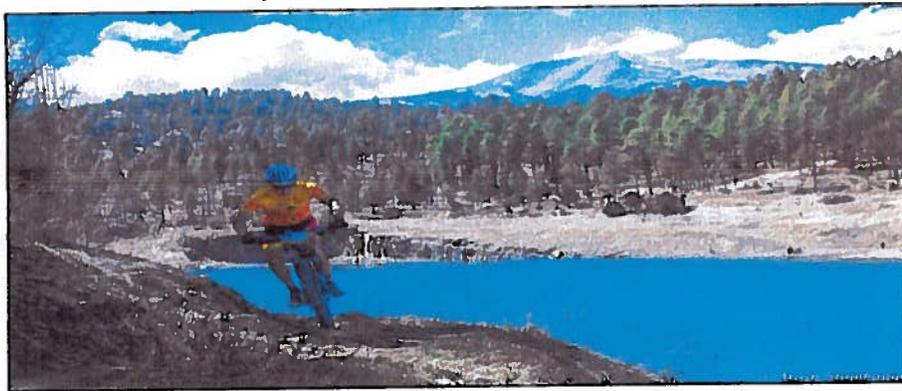
Pending Projects:

Rockwork Pavilion #3 Two Rivers \$9,403.83

Parks Lodgers Tax Balance **\$440.93**

Events held this Quarter:

- March 19, 2016, Saturday - 4th Annual Walk the Links 5K Run/Walk. Begins at White Mountain Recreation Complex & entrance fee is canned or non-perishable food items to benefit the food banks of Lincoln County. 30 participants
- March 27, 2016, Saturday – Easter Egg Hunt at Cedar Creek. Easter bunny, egg hunt & fire truck rides free to public. Always a huge success for hundreds of kids & parents alike. Begins at 10:00 am prompt!
- March 28, 2016 - Sunrise Easter Service - Community United Methodist Church. Wingfield Park 5:00 am – 12:00 pm
- 12 Hours in the Wild West, 12 hour endurance race held on the Grindstone Trail system. Over 250 riders participated in the one day event. The event is a huge success and was the largest turnout of the 12 Hours event in Lincoln County.



Ruidoso Convention Center:

• Jan. 7-10, 2016	Super Sale Expo	Approx. 100 ppl	\$1812.00
• Jan. 13, 2016	NM Cotton Growers	Approx. 60 ppl	\$435.00
• Jan. 13, 2016	Safety Training	Approx. 70 ppl	waive (84.50)
• Jan. 13-15, 2016	NM Hay Assoc.	Approx. 200 ppl	\$2465.00
• Jan. 21 & 22, 2016	NM Respiratory Care	Approx. 120 ppl	\$1330.00
• Jan. 22-23, 2016	NWREC #2	Approx. 40 ppl	\$500.00
• Jan. 26, 2016	RUWI	Approx. 10 ppl	waive (84.50)
• Jan. 28-29, 2016	Smith Engineering	Approx. 13 ppl	\$167.00
• Jan. 28-30, 2016	Faith Christian Church	Approx. 160 ppl	\$540.00
• Jan. 28-30, 2016	Family Harvest Church	Approx. 100 ppl	\$1080.00
• Jan. 30, 2016	Ski Apache Adaptive Sports	Approx. ?	\$554.00
• Feb. 1, 2016	Election School	Approx. 10 ppl	waive (\$84.50)
• Feb. 2, 2016	School Bond election	approx. 341 ppl	waive (\$84.50)
• Feb. 4-6, 2016	Eastern NM Dental	approx. 200 ppl	\$2365.00
• Feb. 7-13, 2016	Sierra Blanca Wildland	approx. 150 ppl	waive (\$7829.50)

• Feb. 15, 2016	Paradigm Alliance	approx. 70 ppl	\$540.00
• Feb. 17, 2016	NM Rural Water	approx. 40 ppl	waive (\$169.00)
• Feb. 17-20, 2016	Church on the Move	approx. 200 ppl	\$1812.00
• Feb. 23, 2016	RUWI	approx. 10 ppl	waive (\$84.50)
• Feb. 23, 2016	Candidate Forum	approx. 40 ppl	waive (\$182.00)
• Feb. 24, 2016	Academic Competition	approx. 200 ppl	\$1107.50
• Feb. 26-27, 2016	Southwest Concrete	approx. 40 ppl	\$445.00
• Feb. 27, 2016	Natl. Wild Turkey Federation	approx. 400 ppl	\$1094.00
• March 1, 2016	Municipal Election	approx.	waive (253.50)
• March 2-4, 2016	NM EMS Educators Assoc.	approx. 60 ppl	\$1611.00
• March 4-5, 2016	Rocky Mountain Elk Foundation	approx. 350 ppl	\$1208.00
• March 7-8, 2016	Bible Centered Fellowship	approx. 100 ppl	\$364.00
• March 9, 2016	CYFD-Family Nutrition Bureau	approx. 50 ppl	\$169.00
• March 9, 2016	VOR-Safety Training	approx. 80 ppl	waive (84.50)
• March 11, 2016	Rotary Enchilada Dinner	approx. 600 ppl	\$804.00
• March 12-13, 2016	Jehovah's Witness	approx. 1400 ppl	\$2215.00
• March 16, 2016	VOR-Public Mtg.	approx. 20 ppl	\$169.00
• March 17-21, 2016	Home & Garden Show	approx. 500 ppl	\$2765.00
• March 22-25, 2016	NM Public Procurement Assoc.	approx. 200 ppl	\$2725.00
• March 27, 2016	One Church Easter Service	approx. 400 ppl	\$897.00
• March 28- 29, 2016	VOR-Safety Training	approx.60 ppl	waive (169.00)
• March 29, 2016	NM State Auditors	approx.150 ppl	waive (714.50)
• March 30-31, 2016	Sacramento Wood Industry Summit	approx. 100 ppl	waive (1847.00)



Director of Tourism

Director's Report

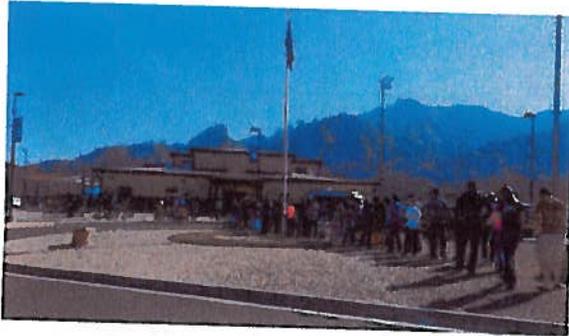
April 14, 2016

Moon Mountain Fire: A big thank you to Kerry Gladden for doing such an excellent job handling the PR for the Moon Mountain fire. On my end, I responded to the emails & facebook messages regarding the fire, but given that Kerry's efforts were so thorough, there were very few people contacting me with concerns about visiting Ruidoso as a result of the fire. My posting a screen shot of the web cam that showed our blue skies helped dispel the fears that Ruidoso was smoke-filled; over 2,000 likes and a post reach of over 40,000. The next day I posted video I took of the snow falling – that video had 31,000 views and reached over 80,000 people! Posting images and video that shows that Ruidoso is not on fire is an effective way to counter negative imagery that the media dwells on.

Bataan Memorial Death March Sponsorship: This event offers an outstanding opportunity to promote Ruidoso and all of Lincoln County to visitors from the US and around the world. This was a fun, high energy event that gave us great exposure to an enthusiastic audience.

- *60 Minutes* was there to do a feature story on the event, so expect next year to be larger (although for security reasons, 7000 is the maximum number of marchers).
- Over 6700 registered marchers from throughout the US & International locations; many of the marchers traveled with their families.
- International attendees were predominantly military groups that are based at Fort Bliss & Holloman, but some traveled to New Mexico specifically for this event. (Canadian, British, German, Italian)
- Several ROTC groups from US Universities and High Schools
- Drive Travel: the majority of marchers that I spoke with drove to the event, even those that came from as far away as the Northeast US; drive routes were I-40, I-25, I-10, I-285, Hwy 54, Hwy 70 – therefore itinerary development for these routes was in high demand.
- Air Travel: majority flew into ELP, some mention of ABQ, no mention of ROW
- Most indicated that they were visiting New Mexico for at least a week & were interested in exploring other destinations on their route
- Many were repeat marchers, but many more were first timers with intent to repeat "if I survive!"
- These are adventurous travelers - high interest in hiking, zip line, historic sites, national parks and monuments – trail maps were in very high demand

- High number of dogs so "pet friendly" was a big topic of discussion (another reason that they drive vs. fly)
- Note that about a dozen people told me that they had just come from Ruidoso; another several people told me that they were headed to Ruidoso after the march. They had lodging reservations & needed activity & restaurant recommendations.
- **Recommendations:**
 - We need a new pull up banner for events. Our current pull up banner is outdated & has the Ruidoso logo at the bottom where no one can see it.
 - Sponsor this event again next year in partnership with other Southern NM destinations – it is expensive and by partnering, we increase our visibility.



Spring TV Commercial: Final edit is complete and has been sent to TV stations in Lubbock 9 (KAMC/KLBK, ABQ (KOB) & El Paso (KVIA). In Lubbock & ABQ, it will air May 9-June 12; in ELP it will air May 16-June 12.

ROW-PHX Air Service Marketing:

- Press Conference and Route Launch Event March 3: Many thanks to Lisa Boeke, Carlsbad Director of Tourism, who had the contacts necessary for us to organize the event at PHX. NM Lt. Governor Jon Sanchez spoke at the press conference that we organized, Phoenix media were in attendance. I cannot say enough how helpful the AA and PHX Sky Harbor management in Phoenix was. They assisted us with last minute plans for lunch and with display areas at the gate, invited the media and PHX VIP's to the event.
- Load factor in March was 47%; bookings for April currently show a load factor of 53%.

- Marketing efforts are underway in Phoenix. The media plan includes Phoenix Magazine (print, newsletter & banner ads) & Pandora ads. HK Advertising developed an inbound rack card that promotes SE NM, which we distributed at our launch event. Additionally, American Airlines/PHX Sky Harbor staffs are assisting us with promotion among their management & employees.



Ski NM Board Meeting: This was the "post-ski season" meeting. Following are the highlights from the marketing report – these numbers are not surprising given the great snow conditions we had in the early winter.

- Ski NM website: Overall sessions on SkiNM.com were up 5%; new visitors to the site up 37% for the season; December traffic up 50% over last year (snow!!!)
- Facebook ads: 1.3 million impressions; 54% increase in "likes". Texas market ad was highest performing with over 2,163 clicks and 93 page likes
- Digital: web boxes & banners: delivered over 7 million impressions.
- Email Marketing Out of State: volume of 123,000; open rate of 13.46%
- Weekly Snow Report had a 26% open rate with a 2% click rate – up 50% over last year.

NM Tourism Dept.: attended the SE Region Marketing Board meeting. The region program has no funding this year. Map brochures will probably not be reprinted. The Dept. has asked each region to submit a "tangible tourism" itinerary to the department that they can use to attract media attention. As no advertising for the regions will be done in FY17, we will have to get exposure through earned media.

Short Term Lodging Issue: Provided Southwest Planning with the list of registered short term rentals on March 24; as of this writing, the preliminary report is expected this week.

Administrative: much of February and early March were dedicated to compiling info that the committee required for working on the FY17 budget.

GO. SEE. DO. // Indian Pueblo Cultural Center Events (P. 55)

New Mexico

MAGAZINE

APRIL 2016

At Home in NM

RETREAT
WYETH-HURD GUEST RANCH

ANTIQUES
SHOP WITH THE EXPERTS

DESIGN
TAOS STYLE, REFRESHED

ARCHITECTURE
ABQ'S MODERN MASTER



RUIDOSO
THE NEW OUTDOOR
SPORTS MECCA



GO FOR IT

Play like an athlete and relax like a hedonist in high-altitude Ruidoso.

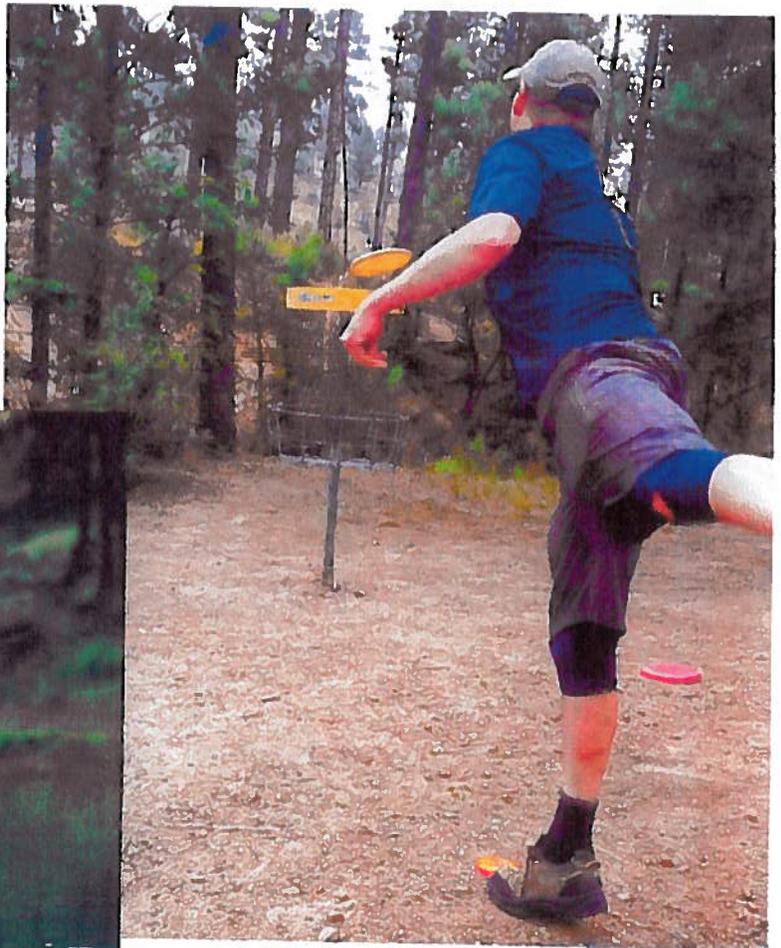
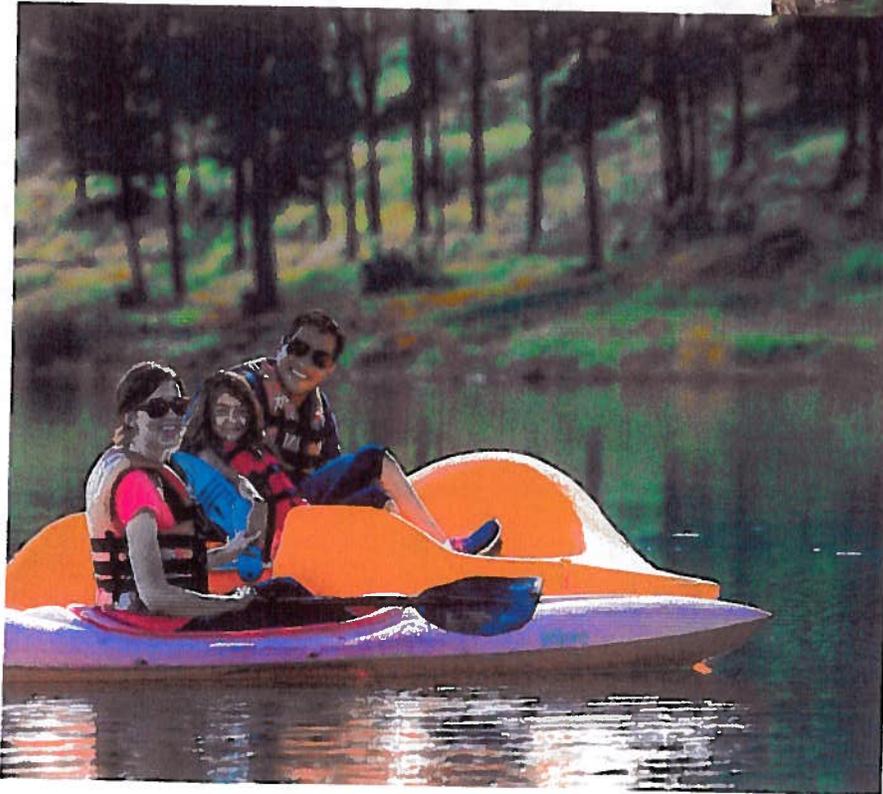
BY CANDACE WALSH

IF YOUR NEW YEAR'S RESOLUTIONS have been flagging, remember this: The inertia that can set in during March and April will result in having to forgo your white skinny jeans come Memorial Day weekend. Stay on track and have fun doing it in Ruidoso, where you can enjoy Boulder-quality recreation without making the drive and spending the ducents.

Regional athletes, from Texan swim and track teams to former light middleweight champion boxer Austin Trout of Las Cruces, seek out the benefits of training at Ruidoso's 7,000 feet. And whether you're a core mountain biker or a weekend trail walker, you'll find your own Ruidoso rhythm: exercising in gorgeous alpine surroundings, refueling with delicious meals, and soothing your muscles with "what's-my-name-again?"-good spa services. »

Ruidoso is becoming a premier mountain-biking destination, thanks to the new Grindstone Lake Trail system and the 12 Hours in the Wild West race, being held there this month; it was previously staged at nearby Fort Stanton.

BRUCE LLOYD



From left: Rent kayaks and paddleboats at the Inn of the Mountain Gods. Robin McLean sinks a putt at last year's state championships at Grindstone Disc Golf Course. Ziplining over the lake at Inn of the Mountain Gods. Shiva Reinhardt, the owner and yoga instructor at Blue Lotus Healing Arts Center.



Rockin' Around Ruidoso

● BIKING

Ruidoso's 25-mile **Grindstone Lake Trail System** was designed by the International Mountain Bicycling Association. That makes it "sort of like the Cadillac of trail systems," says Ruidoso Athletic Club co-owner Avril Coakley. You can enjoy legs of it at your own pace, but if you're looking for something more intense, hit the 12 Hours in the Wild West endurance mountain bike race on April 9. Cyclists "show up with their whole families. That's how they vacation," Coakley says (ziarides.com/events/12-hours-in-the-wild-west).

If road biking is more your style, the 10th annual Tour de Ruidoso century on September 24 is one of the most challenging races in the state, wending through Alto, Capitán, and Fort Stanton; riders can also choose routes of 20 or 60 miles. (For details, go to discoverruidoso.com.)

● DISC GOLF

Whether you're a novice or pro at winging Frisbee-like discs into metal chain targets in the great outdoors, **Grindstone Disc Golf Course** is "as challenging as it is beautiful," says Marcos Castillo, NM's Professional Disc Golf Association Coordinator. This 27-hole course requires a variety of different shots,

as it's very hilly and there are a lot of trees and a creek bed. The course hosts the state championship each August, drawing players from all over the country. Castillo deems it the best city-owned course in the state, comparable to ski-mountain courses in northern NM. Dates will be announced closer to August; check elitebrothersdiscgolf.com for details.

● ZIPLINING

The Ruidoso area's awe-inspiring landscape is particularly jaw-dropping at **Inn of the Mountain Gods** in Mescalero, where a vast lake and looming mountains hug the resort's main building. The Apache Eagle ZipRider, which offers

tandem and racing options, whips thrill seekers from a high mountain slope across the lake (575-464-7957; innofthemountaingods.com). If the three-minute airborne trip seems too short, you can opt for the hour-and-a-half-long Apache Wind Rider ZipTour, which opened in 2015 at **Ski Apache**. It's the highest in the U.S. (11,500 feet), and its series of spans add up to 8,900 feet, making it the second longest in the country. (800) 545-9011; skiapache.com/ziptour

● BOATING

Enjoy the seated motion of recumbent bicycling in a paddleboat, available at **Inn of the Mountain Gods'** lake dock. A couple

of things: It really is a workout. And the lake looks even more vast when your quads are burning. The good news: Once you get out into the middle of the gently lapping water, you can sit back, relax, and take in a whole new perspective. Whether you want to go solo or throw your lot in with friends or family members, the resort rents boats with up to four seats. You can also rent kayaks and rowboats, with or without a motor. Also offered by Inn of the Mountain Gods: horseback riding through hilly countryside and an 18-hole championship golf course designed by Ted Robinson. (800) 545-9011; innofthemountaingods.com/activities

COURTESY INN OF THE MOUNTAIN GODS, SAMANTHA HINES



What's New

THE MCM ELEGANTÉ LODGE AND SUITES

The Lodge at Sierra Blanca was acquired by MCM Eleganté last January, making it the regional hotel group's tenth property. Guests will continue to benefit from the knowledge base of the Lodge staff, including longtime general manager Steve Tally, as no sweeping personnel changes were made. The beds have been upgraded to new Sealy Beautyrest pillow-tops. New carpeting and furniture will be installed by May 1. (866) 211-7727; thelodgeatsierrablanca.com

THE BROKEN ARROW TAP HOUSE

The Inn of the Mountain Gods' 24-hour, family-friendly gastropub (which at press time was scheduled to open in March) adds a hip choice to the resort's menu of eateries. The 5,000-square-foot restaurant, accessible from the lobby, includes an exposed kitchen and a large granite-topped, cherry-stained wooden bar with 50 beer taps. The gussied-up bar food includes prime rib nachos, lobster corn dogs, and bacon-wrapped bison meatloaf. (800) 545-9011; innofthemountain gods.com

● INDOOR FITNESS

When Joe and Avril Coakley bought the **Ruidoso Athletic Club** in 2004, it had suffered through 20 years of neglect. The historic WPA building, built in 1941, was originally the town's schoolhouse. Then it became a community center, a church, a senior center, and then a down-at-heel gym. The Coakleys renovated, refurbished, put in a sound system, and stocked the rooms with state-of-the-art equipment.

Today, the 18,000-square-foot fitness center, which serves robust local and vacation-season populations, is also a magnet for active people who are considering moving to Ruidoso. "They want to

maintain or build on their current lifestyle, and they realize that they can do it in Ruidoso," says Coakley, referring both to outdoors activities and the gym's amenities, including a full-size pool, expert personal trainers, free weights and machines, and Les Mills, kickboxing, and Zumba classes. Out-of-towners can buy day passes; if you spend the day mountain biking, you can come soak your bones in the gym's hot tub. (575) 257-4900; ruidosodayspa.com

● YOGA AND SPA

As you drive into a small strip-mall parking lot on the main drag of Sudderth Drive, it might seem distinctly out of alignment with the prom-

ise of a healing arts center. But take a deep breath and come inside. Just a flight of stairs delivers you to an aerie of om, the **Blue Lotus Healing Arts Center**. The five treatment rooms and yoga studio face the tree-lined Río Ruidoso, and on warm days, open windows let in its relaxing murmurs. Highly recommended: the Abhyanga massage given by Rees McWright, which involves being slathered from head to toe with a generous amount of warm oil infused with ayurvedic spices, all the while enjoying gentle, choreographed movements and deftly imparted pressure that releases years of seared-in stress from every muscle, ligament, and joint. The

hour and a half goes by way too quickly. Once you walk into the reception area/boutique feeling like animated jelly, beautiful Indian scarves await admiration, and they're priced so attractively that it won't seem a splurge to buy two. (575) 257-4325; ruidosodayspa.com

● REFUELING

Get your protein fix at **The Cornerstone Bakery Cafe**, which serves classic breakfast burritos and huevos rancheros along with omelets and scrambles. Pancakes, French toast, and pastries are also on the menu (575-257-1842; cornerstonebakerycafe.com). For lunch, order a well-crafted sandwich at **Sacred Grounds Coffee**

and **Tea House**, in a log cabin overlooking the river. Also great for breakfast and dinner; Saturday nights, the restaurant shows a free movie, which is followed by live music (575-257-2273; sacredgrounds-coffee-and-tea-house.com). Want to pack your lunch? Head to the back of **Wild Herb Market**, a health-food grocery store with a café that serves soups, wraps, salads, and quiche (575-257-0138; on Facebook). Everyone's in love with **Michael J's Italian-American Cuisine**, which makes its pasta from scratch and provides Italian classics like chicken parmigiana along with select steak-house fare. (575) 257-9559; michaelsrestaurant.com

Upcoming Events

Ongoing

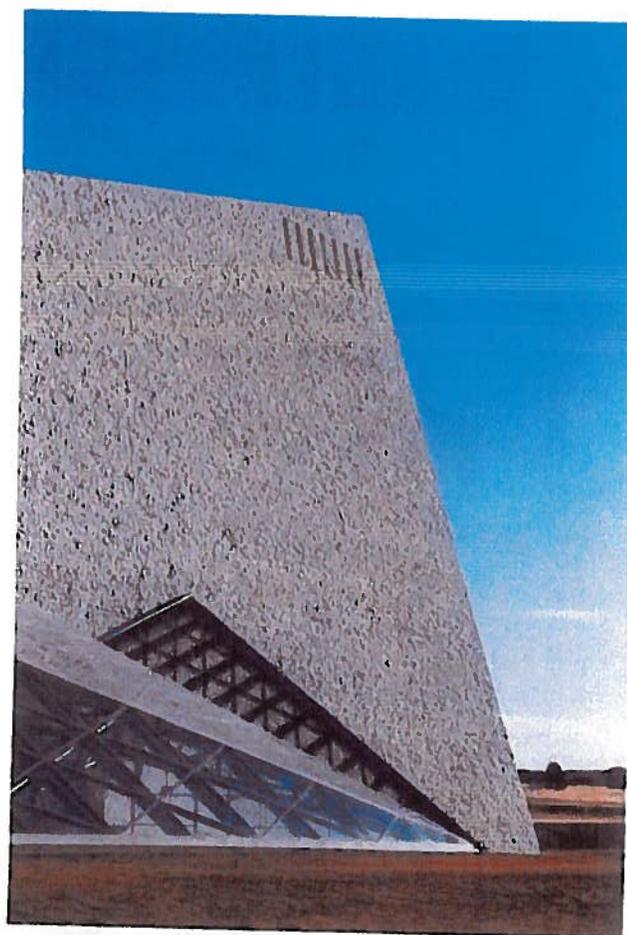
SPENCER THEATER

Unique architecture, outstanding acoustics, and intimate seating distinguish this world-class performance hall located in **Alto**, about 12 miles north Ruidoso. The hall seats 514, with no seats farther than 67 feet from the stage. The Spencer also has an outdoor stage that can seat 1,500. Shows this month include *Saturday Night Fever* (April 3), *Guitars On Fire: The Alex Fox Experience* (April 9), California beach party band Papa Doo Run Run (April 16), and Fort Bliss 1st Armored Division Band (April 30). Free public tours are offered at 10 a.m. on Tuesdays and Thursdays throughout the year. (888) 818-7872; spencertheater.com

May 27–September 4

FLYING J RANCH

This spiffy Western village attraction in **Alto** is a charming escape from the 21st century. Take photos behind bars at Sheriff Roy's jail, put your half-pint on a pony, and pan for gold before shuffling into the low, wide, wooden community dining space for a truly delicious chuck-wagon supper of brisket, barbecue chicken, beans, a baked potato, and one of the flakiest biscuits in all of the West. As you tuck into your tucker, the Flying J Wranglers perform a tight set of traditional Western music gilded by former national champion Cindy Hobbs' yodeling riffs. (575) 336-4330; flyingjranch.com



Above right: Alto's Spencer Theater.
Below: Guided horseback and pony rides are just part of the fun at Flying J Ranch.

May 6–7

SMOKEY BEAR DAYS

Capitán, the 1950 birthplace of Smokey Bear, celebrates the mascot of forest fire prevention with Smokey Bear Days. A wooden-bear-carving competition, tomahawk-throwing contest, pony rides, and a family dance will all go toward stoking your roaring appetite for the Sunday morning pancake breakfast. (575) 354-2748; smokeybeardays.com

June 11

WIND RIDER MUSIC FESTIVAL

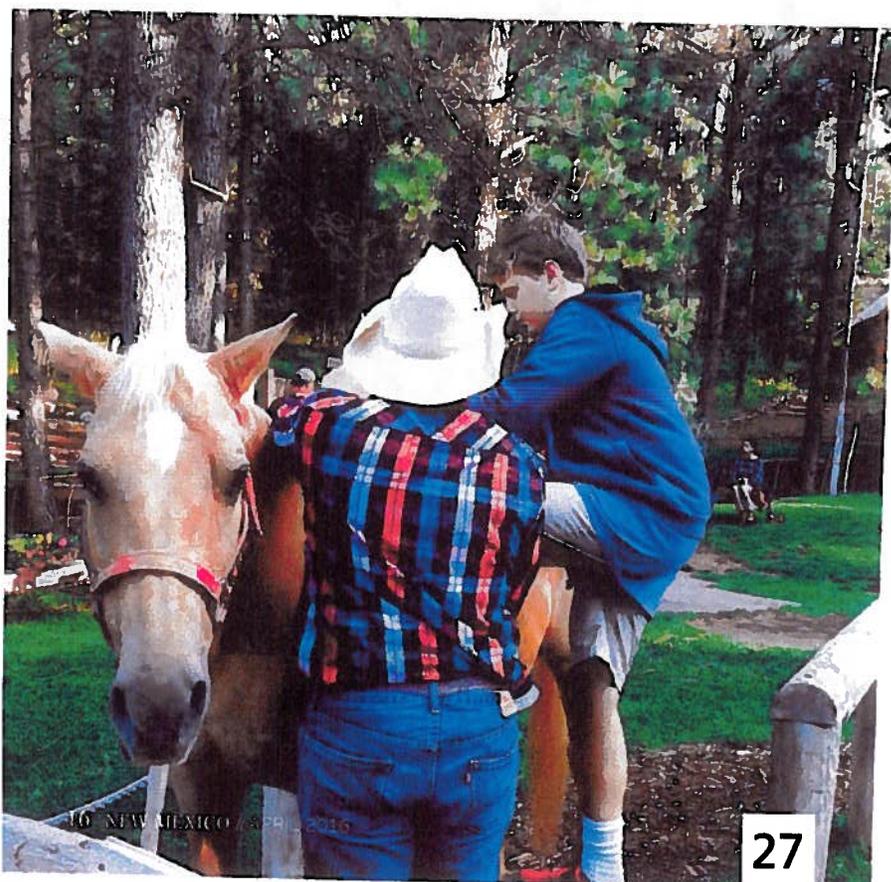
Enjoy live music, food, drinks, and camping out at **Ski Apache** at the second annual summer music fest. Last year's lineup included Grammy-nominated Hasidic pop singer Matisyahu, reggae/ska band the Expendables, Grateful Dead-ish jam band Slightly Stoopid, and dreamy reggae band Stick Figure. (800) 545-9011; windridermusicfest.com

July 1–4

MESCALERO APACHE CEREMONIAL DANCES AND RODEO

The coming-of-age ceremony for young women in the **Mescalero Apache** tribe is one highlight of this celebratory weekend that is open to the public. Also on the schedule: a powwow, ceremonial dances, 5K and 10K races, a multi-day rodeo, and a parade. (575) 464-4494; mescaleroapachetribe.com

Candace Walsh also wrote "The Art of Living," about Hurd-La Rinconada Gallery and Guest Homes, in nearby San Patricio (p. 40).



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