



City of Las Vegas

1700 N. Grand Avenue | Las Vegas, NM 87701 | T 505.454.1401 | lasvegasnm.gov

Mayor Louie A. Trujillo

**CITY OF LAS VEGAS
SPECIAL CITY COUNCIL MEETING
August 23, 2022–Tuesday– 11:30 a.m.
City Chambers
1700 North Grand Avenue
Las Vegas, NM 87701**

Public comments can be made in person at the meeting **OR** submitted in writing to the City Clerk no later than 10:30 a.m. on August 23, 2022, via email to cfresquez@lasvegasnm.gov or faxed to (505) 425- 7335.

AGENDA

*City Council Meetings are
Available via YouTube*

https://www.youtube.com/channel/UCNGDVGRRAL0qVevel5JYeRw?view_as=subscriber

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. PLEDGE OF ALLEGIANCE**
- IV. MOMENT OF SILENCE**
- V. APPROVAL OF AGENDA**
- VI. PUBLIC INPUT(comments limited to topics on current agenda; not to exceed 3 minutes per person and individuals must sign up at least fifteen (15) minutes prior to meeting.)** Public Input submitted to the City Clerk via email or fax will be read into the record.
- VII. BUSINESS ITEMS**
 1. Request approval for the expenditure of Lodgers Tax funds for promoting/advertising the City of Las Vegas at the Albuquerque International Balloon Fiesta held October 1-9, 2022.

David Ulibarri
Councilor Ward 1

Michael Montoya
Councilor Ward 2

Barbara Casey
Councilor Ward 3

David G. Romero
Councilor Ward 4

Amy Weiser, Community Development Director The City of Las Vegas is interested in promoting Las Vegas at the Albuquerque International Balloon Fiesta held on October 1-9, 2022.

VIII. EXECUTIVE SESSION

THE COUNCIL MAY CONVENE INTO EXECUTIVE SESSION IF SUBJECT MATTER IS EXEMPT PURSUANT TO THE OPEN MEETINGS ACT.

IX. ADJOURN

ATTENTION PERSONS WITH DISABILITIES: The meeting room and facilities are accessible to persons with mobility disabilities. If you plan to attend the meeting and will need an auxiliary aid or service, please contact the City Clerk's Office prior to the meeting so that arrangements may be made.

ATTENTION PERSONS ATTENDING COUNCIL MEETING: By entering the City Chambers you consent to photography, audio recording, video recording and its/their use for inclusion on the City of Las Vegas website and to be broadcast on YouTube.

NOTE: A final agenda will be posted 72 hours prior to the meeting. Copies of the Agenda may be obtained from City Hall, Office of the City Clerk, 1700 N. Grand Avenue, Las Vegas, NM 87701 or the City's website at www.lasvegasnm.gov



**CITY OF LAS VEGAS
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: August 23, 2022

Date Submitted: 8/17/22

Department: Community Development

Item/Topic: Request to use Lodgers Tax Funds to Cover Expenses Required to be a Sponsor of the 2022 Albuquerque International Balloon Fiesta (AIBF)

Fiscal Impact: \$44,526.00 to Lodger's Tax budget

Attachments: Memo from Community Development Director
AIBF 2022 Sponsorship Agreement

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

Approved For Submittal By:

Reviewed By:



Department Director

 8/18/2022

Finance Director



City Manager

City Attorney (Approved as to Form)

**CITY CLERK'S USE ONLY
COUNCIL ACTION TAKEN**

Resolution No. _____
Ordinance No. _____
Contract No. _____
Approved _____

Continued To: _____
Referred To: _____
Denied _____
Other _____



City of Las Vegas

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Mayor Louie A. Trujillo

MEMORANDUM

**TO: Mayor and Council
Lodgers Tax Board**

FROM: Amy Weiser, Community Development Director

DATE: August 17, 2022

**RE: Request to use Lodgers Tax Funds to Cover Expenses
Required to be a Sponsor of the 2022 Albuquerque
International Balloon Fiesta**

The City recently entered into a contract with the Albuquerque International Balloon Fiesta (AIBF) to be a sponsor for this year's event, being held October 1-9. I have attached a copy of the 2022 Sponsorship Agreement for reference. The City will pay \$25,000 to be the "Official Sponsor of Team Fastrax," a skydiving team. The nights of October 1, 2, 6, 7 and 8 they will skydive twice a night and each time it will be announced that they are sponsored by the City of Las Vegas, NM. Included in the sponsorship is a 10x10 booth that must be staffed the entire balloon fiesta. In the booth we are allowed to promote the City of Las Vegas with brochures, information about the City and hand out various "swag" with our name on it such as water bottles, mini flashlights, reusable shopping bags. In addition we provided brochures to be placed in the welcome packets that go out to all the ballooners and we can have a certain number of banners hung throughout the balloon park. All of these things will cost money to produce and must be ordered quickly in order to have everything ready for the event. Below is a rough breakdown of the anticipated expenses.

Breakdown of Anticipated Expenses for AIBF

Cost of Sponsorship	\$25,000.00
Lodging for 9 nights for 2 employees	\$4,664.00
Per Diem Food for 2 employees	\$1,062.00
Printing of Banners	\$800.00
Printing of Brochures	\$3,000.00
Swag for Booth	\$10,000.00
Total Amount Requested	\$44,526.00

David Ulibarri
Councilor Ward I

Michael Montoya
Councilor Ward 2

Barbara Casey
Councilor Ward 3

David G. Romero
Councilor Ward 4

**Albuquerque International Balloon Fiesta®
2022 Sponsorship Agreement**

Article 1.0 PARTIES AND DURATION

- 1.1 The parties to this Agreement are **Albuquerque International Balloon Fiesta, Inc. (AIBF)** and **City of Las Vegas, New Mexico.** (Sponsor).
- 1.2 AIBF is incorporated in the State of New Mexico as a non-profit corporation having its principal office located at 4401 Alameda Boulevard NE, Albuquerque, New Mexico 87113.
- 1.3 The Sponsor is a Municipal Government located in New Mexico having an office at 1700 N Grand Avenue, Las Vegas, New Mexico 87701.
- 1.4 This Agreement is effective immediately upon its authorized execution by both parties.
- 1.5 Sponsor's rights under this Agreement expire at 11:59 p.m. on the final day of BALLOON FIESTA® 2022, unless earlier terminated as provided in Article 6, or by mutual agreement of the parties in writing.

Article 2.0 PURPOSE

- 2.1 AIBF is in the business of organizing and operating the annual event known as the Albuquerque International Balloon Fiesta® (BALLOON FIESTA). The 2022 BALLOON FIESTA is presently planned for October 1-9, 2022.
- 2.2 In order to generate funds to pay the expenses of operating the BALLOON FIESTA, AIBF contracts with businesses to promote their goods or services at the BALLOON FIESTA.
- 2.3 The Sponsor desires to utilize the public relations opportunities offered by the BALLOON FIESTA to promote its goods/services.

Article 3.0 SPONSORSHIP PACKAGE

- 3.1 Each year of this Agreement, Sponsor shall be recognized as the **“Official Sponsor of Team Fastrax™** of the 2022 Albuquerque International Balloon Fiesta.
- 3.2 As an official sponsor of the Albuquerque International Balloon Fiesta, Sponsor will have use of AIBF's trademarks/logos as a corporate symbol, including any and all applications relating to public relations campaigns, advertising campaigns and sales campaigns until November 30, 2022.
- 3.3 AIBF Shall provide to the Sponsor:
 - A. One (1) 10' x 10' tent in Product Sampling Booth area on Main Street. Tent will include:
 1. One (1) 8' table and two (2) chairs inside each tent.
 2. Astro turf.
 3. One (1) ceiling light.
 4. One (1) 8' tent banner sign.
 5. One (1) 120-volt 20-amp outlet per 10' frontage outlet; however, it may not be located immediately adjacent to the display area. If Sponsor requires additional electrical service, arrangements, at an additional cost, must be made with AIBF no later than September 1, 2022. Sponsor is responsible for providing its own “outdoor rated” extension cords.
 6. One (1) fire extinguisher.

- B. Sponsor agrees to arrive and set up on or before Friday, September 30, 2022 by 5:00 pm and will break down on Sunday, October 9, 2022 after 12:00 noon. Sponsor shall not be permitted to set up or break down its exhibit during any Balloon Fiesta session open to the public.
- C. Sponsor agrees to utilize the display area to showcase and promote **City of Las Vegas, New Mexico**.
 - 1. Sponsor's booth is expected to be open during each session of Balloon Fiesta.
 - 2. Sponsor shall not use the display area for any other purpose unless such use is approved in advance by AIBF in writing. No sales are permitted in the Product Sampling area.
- D. Sponsor agrees to comply with all policies, rules and regulations contained in the *Sponsor Handbook* at <https://balloonfiesta.com/sponsorship-opportunities>.
- E. Sponsor agrees all giveaways and promotions must be approved in writing by AIBF. Giveaway products listed on the Albuquerque International Balloon Fiesta Prohibited List, which are in conflict with any AIBF Official sponsor, will not be allowed. A listing of AIBF sponsors is updated regularly on the AIBF website <https://balloonfiesta.com/official-sponsors>.
- F. Sponsor will have the opportunity to provide twenty (20) banners measuring 4' x 6' with grommets and wind vents for placement at pedestrian and vehicular entrances at Balloon Fiesta Park. Sponsor to provide banners to AIBF for placement no later than September 1st of each year of the agreement.
- G. Sponsor will have the opportunity to provide two (2) :30 or :60 spots to air on Main Street Video boards during each session of Balloon Fiesta. AIBF to provide specs. Videos due no later than September 1st of each year of the agreement.
- H. Sponsor will have the opportunity to provide up to 5,000 inserts or premiums no larger than 8 ½" by 11" promoting **City of Las Vegas, New Mexico** for placement in Balloon Fiesta participant packs.
 - 1. Sponsor shall have coupons, flyers or premiums delivered to AIBF offices no later than August 19, 2022.
 - 2. No inserts will be accepted after the due date.
 - 3. No refund will be due if inserts are not received by the date noted above.
- I. Two (2) Corporate Village Parking passes valid for all sessions. Admission to the Park for all occupants of the vehicles.
- J. Two (2) Sponsor "P" Parking passes valid for all sessions.
- K. One (1) Concession Parking pass valid for all sessions. Admission to the park is included for all occupants of the vehicle.
- L. Two (2) General "F" Parking passes valid for all sessions.
- M. Twelve (12) Admission tickets valid for all sessions. Tickets are for use with "P" and "F" Parking passes.
- N. Eight (8) Adult Sponsor Hospitality passes valid for all sessions.
- O. Four (4) Official Sponsor Jackets.
- P. Four (4) AIBF baseball style caps.
- Q. Four (4) Official Event Calendars.
- R. Four (4) Official Event Programs.

- 3.4 Team Fastrax “*sponsored by City of Las Vegas, New Mexico*” will be included in all online Event Schedules, Survival Guides and printed schedules that remain to be printed.
- 3.5 Team Fastrax “*sponsored by City of Las Vegas, New Mexico*” will be promoted during AIBF Balloon Fiesta Live! show during each Team Fastrax scheduled performance.
- 3.5 Sponsor will be included on Sponsor Page of AIBF with link to sponsor website. (Link to be provided by sponsor.)

Article 4.0 CONSIDERATION

- 4.1 The Sponsor shall provide to AIBF a cash consideration of **\$25,000.00** in exchange for the goods and services provided under Article 3.0.
- 4.2 The amount set forth in paragraph 4.1 for the 2022 Sponsorship shall be due AIBF by August 30, 2022.

Article 5.0 INDEMNITY

- 5.1 The Sponsor agrees to hold AIBF safe and harmless from any and every claim, demand, suit and debt, including attorney fees, arising out of any act or omission by the directors, officers, employees or agents of the Sponsor.
- 5.2 For entry into Balloon Fiesta AIBF shall require each and every balloon pilot to a.) execute an Entry Agreement, which will contain a release of claims that the entrant may have against Sponsor as a result of Sponsor’s activities hereunder; and b.) provide evidence of a valid “balloon” liability insurance policy in the minimum amount of \$1,000,000.

Article 6.0 TERMINATION

- 6.1 AIBF may elect to terminate this Agreement at any time when it determines in its sole discretion that reasons exist to cancel the BALLOON FIESTA.
- 6.2 In the event AIBF elects to terminate this Agreement prior to the start of BALLOON FIESTA, AIBF shall apply such payment to the next BALLOON FIESTA or return any amount paid under Article 4.0 to Sponsor. Sponsor shall receive no other amount as consideration or damages.
- 6.3 AIBF may elect to terminate this Agreement if an amount due under Article 4.0 is not paid in full within 30 days after the due date.
- 6.4 If any flight or inflation is canceled due to safety or weather considerations, such cancellation shall not affect the responsibilities or obligations of the Sponsor and no refund will be due.

Article 7.0 ASSIGNMENTS

- 7.1 The rights and duties under this Agreement cannot be assigned, delegated or otherwise transferred or encumbered by Sponsor without prior written consent of AIBF. AIBF shall be under no duty to give such consent.
- 7.2 This Agreement is binding on any successor to the parties.

Article 8.0 MISCELLANEOUS

- 8.1 Sponsor hereby grants permission, without restriction, to AIBF and its assigns, to use photographs, motion pictures and sound recordings of Sponsor’s equipment, logos, trademarks, employees and agents for news, advertising and commercial uses which promote the BALLOON FIESTA.

Albuquerque International Balloon Fiesta
2022 Official Sponsorship Agreement – Team Fastrax™
City of Las Vegas, New Mexico
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- 8.2 No failure to terminate this Agreement because of a violation of this Agreement by Sponsor will act to modify the terms and conditions of the Agreement, nor excuse failure of performance thereof.
- 8.3 This Agreement contains all the terms and conditions agreed on by the parties, and no other Agreements, negotiations, or sales talks, oral or written, regarding the subject matter of this Agreement shall be deemed to exist or to bind any of the parties hereto.
- 8.4 This Agreement is a New Mexico Agreement. It is to be governed by the laws of the State of New Mexico, and the parties hereby submit to the jurisdiction of the New Mexico Courts in Bernalillo County concerning any claims arising out of the subject matter of this Agreement.
- 8.5 Should AIBF incur attorney fees as a result of asserting or enforcing its rights under this Agreement, Sponsor agrees to be responsible for and pay those fees.

APPROVED:
ALBUQUERQUE INTERNATIONAL
BALLOON FIESTA, INC.

SPONSOR: *City of Las Vegas, New Mexico*

Paul R. Smith

Paul R. Smith, Executive Director

Leo Maestas

Signer ID: I2DPSKJLV8...

City Manager

Print Title

Date: 08/05/2022

Date: 08/05/2022

Signature Certificate



Envelope Ref:93198739c73e4b3c4c89e4bba8ff03f05e1e49c1

Author: **Stephanie
Prendergast**

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- 2022**

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8313**

Document Total Pages: **4**

Document Signed By:

Name: **Leo Maestas**
Email: **lmaestas@lasvegasnm.gov**
IP: **2600:387:8:9::5d**
Location: **LOS ANGELES, CA (US)**
Date: **05 Aug 2022, 10:43:55, MDT**
Consent: **eSignature Consent Accepted**
Security Level: **Email**

Leo Maestas

Signer ID :I2DPSKJLV8...

Name: **Paul R. Smith**
Email: **prsmith@balloonfiesta.com**
IP: **140.82.176.170**
Location: **ALBUQUERQUE, NM (US)**
Date: **05 Aug 2022, 17:46:23, MDT**
Consent: **eSignature Consent Accepted**
Security Level: **Email**

Paul R. Smith

Signer ID :EK6WMUSOW3...



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Signed Document(s)	Link emailed to Imaestas@lasvegasnm.gov
Signed Document(s)	Link emailed to prsmith@balloonfiesta.com
Signed Document(s)	Link emailed to sprendergast@balloonfiesta.com

