

# Town of Edgewood

## Agenda

Regular Meeting

Thursday, February 12, 2026 at 10:00 AM

Edgewood Town Hall Commission Chambers, 171 NM Rd 344

Edgewood, NM 87015

---

All Lodgers Tax Advisory Board meetings are open to the public and are held monthly at 6:00PM in the Edgewood Town Hall Commission Chambers pending unexpected cancellations, special meetings, and/or extraordinary circumstances.

If you are an individual with a disability who needs 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 Town Clerk at (505) 286-4518 or by email at [clerk@edgewood-nm.gov](mailto:clerk@edgewood-nm.gov) at least five (5) days prior to the meeting or as soon as possible.

**A. CALL TO ORDER & ROLL CALL**

**B. APPROVAL OF AGENDA**

**C. APPROVAL OF MINUTES**

1. Minutes of November 13, 2025

**D. PRESENTATION OF LODGERS TAX FUNDING APPLICATIONS**

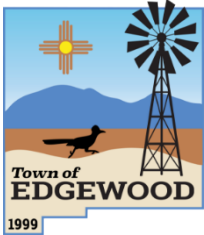
1. New Mexico Wildlife Association
2. Renaissance and Celtic Festival
3. Edgewood Connected
4. Ctrl-P Inc.
5. Discover Edgewood & Route 66 Centennial

**E. DISCUSSION OF APPLICATIONS AND RECOMMENDATION**

**F. FUTURE MEETINGS**

1. May 14, 2026
2. August 13, 2026

**G. ADJOURNMENT**



# Town of Edgewood

## Lodgers Tax Advisory Board Minutes

Thursday, November 13, 2025 at 10:00 AM

The Lodgers Tax Advisory Board met in Lodgers Tax Advisory Board session on Thursday, November 13, 2025, at 10:00 AM in the Edgewood Town Hall Commission Chambers - 171 NM Rd 344.

### A. CALL TO ORDER & ROLL CALL

Roll Call: Taken by Clerk-Treasurer Shaline Lopez  
Present: K.R. Scott, Jeremiah Turner, Casey McCall  
Absent: Jason Marks (arrived late)

Staff Present: Community Liaison Linda Burke (to present Town applications)

### B. APPROVAL OF AGENDA

### C. APPROVAL OF MINUTES

1. Minutes of August 14, 2025 Meeting

**ACTION TAKEN:** K.R. Scott made a motion to approve 1. Minutes of August 14, 2025 Meeting from today's agenda. Casey McCall seconded the motion.

**Vote:** 3-Aye; 0-Nay  
Motion Passed

### D. MATTERS FROM STAFF

Clerk-Treasurer Lopez advised the Board that to \$40,000 was available for recommendation during this cycle and that applicants were present to answer the Board's questions.

### E. REVIEW, DISCUSSION AND POSSIBLE RECOMMENDATION OF APPLICATIONS

1. All quarterly applications received by deadline (11/7/2025 at 5PM)

EDAB Board Member Jason Marks arrived at 10:10am

- a. New Mexico Cattle Growers Association - request \$2,000 - Abby Spindle-O'Conner presented the application to fund promotions for NMCGA Steer and Heifer Jackpot on February 14, 2026. Event to be held at Cyclone Center in Stanley with a hotel block reserved at Edgewood Comfort Inn& Suites. Anticipate 50 families from throughout NM to show and Judges from Colorado and Texas at weekend event. Ms. Spindle-O'Connor described the event, the promotions, and answered questions from the Board.

**ACTION TAKEN:** Jason Marks made a motion to recommend \$2,000 for advertising and cannot be spent event expenses. Casey McCall seconded the motion.

**Vote:** 4-Aye; 0-Nay  
Moion Passed

b. Town of Edgewood - request \$19,914.93 - Linda Burke presented the application to fund facility improvement (new roof) at Edgewood Community Center. Ms. Burke described the Community Center as dated and in need of repairs (roof replacement) and a facelift in order to be more attractive for community events that draw out-of-town visitors such as weddings, reunions, anniversary celebrations, and possibly training and meeting space. Ms. Burke provided details of the overall project, phases, timing, and answered questions from the Board. The Board reviewed the uses of Lodgers Tax funding and determined that facility repair and upgrades are eligible.

**ACTION TAKEN:** K.R. Scott made a motion to approve the \$19,914 request. None seconded the motion. Motion dies.

c. Town of Edgewood - request \$6,642 - Linda Burke presented the application to fund "Discover Edgewood" promotions. Ms. Burke described the promotional purpose and elements (print, billboard, broadcast and social media), types of promotions to be used, and series of events included under the "Discover Edgewood" umbrella. Emphasis to include Route 66 Centennial Celebrations.

**ACTION TAKEN:** Jason Marks made a motion to recommend the \$6,642 request. Casey McCall seconded motion.

**Vote:** 4-Aye; 0-Nay  
Motion Passed

**F. FUTURE MEETINGS**

1. February 12, 2026
2. May 14, 2026

**G. ADJOURNMENT**

**ACTION TAKEN:** Jason Marks made a motion to adjourn. K.R. Scott seconded the motion.

**Vote:** 4-Aye; 0-Nay  
Motion Passed.

Meeting adjourned at 11:16AM

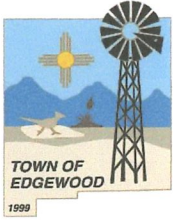
---

Advisory Board Chair

Attest:

---

Advisory Board Secretary



# TOWN OF EDGEWOOD LODGERS' TAX FUNDING APPLICATION

## **PART I: PROJECT INFORMATION**

Organization Name (As Listed on W9): NM Wildlife Association dba Wildlife West Nature Park

Event Name: Wildlife West Nature Park year-round promotion

Event Date(s): Open daily, March-October 10am – 6pm, November-February noon – 4pm and various events & festivals

Event Organizer & Title within Organization: Roger Alink, Executive Director

Phone Number of Organizer: 505-281-7655

Email of Organizer: teresealink1@hotmail.com

Organization Address (where the check should be mailed): Wildlife West, P. O. Box 1359, Edgewood, NM 87015

Contact Person (If different than person who prepares application): Same

Contact Phone and Email for Secondary Person: Terrie Alink, same as above

Event Location: Wildlife West Nature Park

## **PART 2: PROJECT COST AND FUNDING REQUEST**

Lodgers Tax Funding Requested: \$8,000

Total Anticipated Project/Event Cost: \$25,000 for advertising & promotion of the park and events/festivals

Additional Funding Sources: In-kind Contributions: Santa Fe Lodgers Tax \$8,000, In-Kind business support \$5,590

Other Anticipated Sources for Future Development: Gate receipts \$50,000

Anticipated Number of Volunteers: 25

Anticipated Attendance (not including volunteers/staff): 21,500

## **PART 3: CRITERIA**

Were you funded previously? Circle one: Yes/No **YES**

How much have you received previously (list year/award amount)? \$5,000 in 2024 and prior years

**How many times has your event occurred? Please list years of previous events. If new, just indicate "new":** Wildlife West has been in operation for 34 years, Harvest & Fiber/Art Festival 14 years, Kite Festival 22 years, NM Renaissance

Celtic Festival 6 years, Pirate & Viking Summer Bash 4 years, Wild West Frontier 3years.

Is your organization a non-profit? Yes (Must provide copy of non-profit status with application)

**1. Define/Describe the overall project/event (what is happening at the event?):**

Visitors from all over the state and country who are traveling along I-40 and historic Route 66 stop for an opportunity to be close to wildlife and to learn about them through educational displays throughout the wildlife park. The 24 species of rescued native wildlife are educational ambassadors. Thousands of children visit on field trips, helping them to experience wildlife in their natural habitat as they become future stewards of our environment. Thousands of people attend our annual fun outdoor events and festivals throughout the year

**2. Who is your target audience for your event and advertising (who do you want to see it and come?)** Animal, nature and outdoor enthusiasts, travelers who plan their vacations traveling along Route 66, and old west enthusiasts who value the western character of the park. Also, families – all ages enjoy the combination of wildlife and fun outdoor festivals. Sidewalks throughout the park allow good access for people with disabilities. We are conveniently located just off I-40 and Route 66 providing the perfect opportunity to take a break from traveling and enjoy nature and the outdoors.

**3. Describe the regions/cities in which you plan to market your event outside of Edgewood?**

Albuquerque, Santa Fe and communities along I-40. Brochures are distributed by Certified Folder in hotels, restaurants, RV parks, and tourist visitor centers along I-40 and I-25. Public service announcements are emailed to the media around the region along with social media Facebook, Twitter and other networks.

**4. Describe your event assessment/evaluation plans in terms of counting your participants, where they are from, their hotel stays, etc:**

Gate attendance is tracked through our cash register. We engage visitors in conversation to learn that people stay in the Comfort Inn in Edgewood and prefer Edgewood to ABQ because of the rural environment and it is close to Wildlife West Nature Park which is one of their destination. It's conveniently located just off I-40 and historic Route 66. Those attending our events and festivals stay for the weekend and beyond and buy gas, groceries and shop at local businesses.

**PART 4: ADVERTISING PLAN AND BUDGET** Fill out this chart with your advertising plan and the estimated costs for these ads.

Advertising Provider	Type of Ad/Promotion	Cost
Printers Press	Park Brochures distributed region wide	\$4,900
ABQ The Magazine	2 Display ads	\$2,150
Visit ABQ	Display ads	\$ 350
Gathering of the Nations	Ads	\$ 850
Power Play Magazine	Display ad	\$1,000
Certified Folder brochure distribution	Brochure distribution around region	\$4,250
The Independent	4 Display print & digital ads	\$ 550
Social Media	Promotion	\$3,600
Mail & Copy	Flyers & promotional materials	\$ 900
Billboard on I-40	Billboard 12 months @ \$75	\$ 900
NM Tourism Department	Promotion banners at front gate	\$ 950
American Flags	Promotion flags along entrance	\$1,100

**PART 4: LODGERS' TAX GOALS & PURPOSES** Lodgers' Tax Funds are allocated to meet the purposes and goals of the Town of Edgewood regarding advertising, marketing, and promotion of tourism related events, and activities.

**Describe how your event will increase tourism in the area and impact lodging:**

Conveniently located just off I-40 and historic Routh 66, Wildlife West attracts travelers who want to take a break and experience rescued native wildlife up close and thousands of people come to enjoy fun festivals such as the Annual Kite Festival, Fall Harvest & Fiber/Art festival, New Mexico Renaissance Celtic event, Wild West Frontier Festival, Pirate & Viking Summer Bash and more. Events change with the seasons and our high-desert park is beautiful throughout the year. It's fun for the entire family with picnic areas, behind the scenes wildlife tours, children's imagination trail and facilities available for family events and corporate parties. All events are held in our all-weather amphitheater and historic pinto bean barn. People come from all over the region and surrounding states of Texas, Colorado and Arizona for many of our events. They stay at the Comfort Inn, and buy groceries, gas and shop in the local stores.

**Describe any partnerships/collaborations your organization will engage in to successfully complete your event:**

NM Fiber & Arts Association; 50 media (TV, radio, newspapers, & magazines) via news releases; Wendy Forbes/Wendy92, LLC handles our social media; Roger Holden, professional photographer; businesses display our flyers.

By submitting this application, you agree to the following (initial next to each):

- RA Promote a positive image for Edgewood
- RA Submit materials related to advertising, promotion, and marketing that use the Town of Edgewood logo

**PART 5: ASSURANCES AND CERTIFICATIONS**

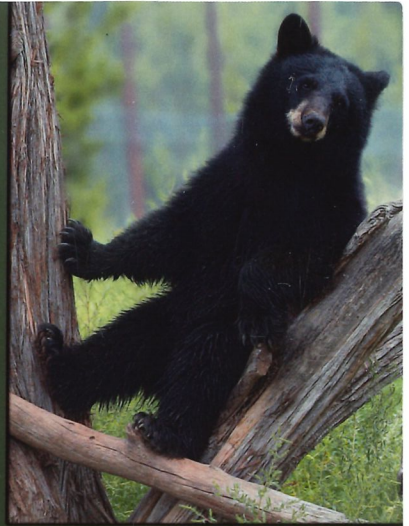
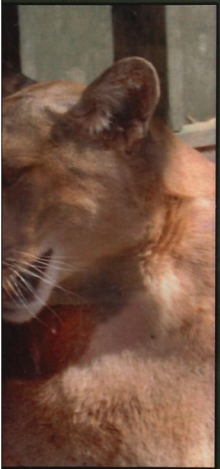
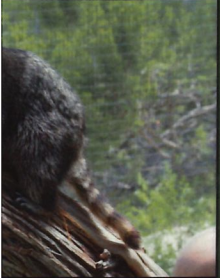
I/WE CERTIFY THAT I/WE AM/ARE AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP A CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE TOWN OF EDGEWOOD AND WILL DELIVER AN ANNUAL EVALUATION REPORT TO THE TOWN ON OR BEFORE THE DATE ESTABLISHED FOR SUBMITTAL. Print your name and

Title: Executive Director, Roger Alink

Signature: Roger Alink

Date: 10/17/25

Park a  
ary & Zoo



*Compassion and loving care  
gives these animals new life.*



N DAILY  
March  
nd of October  
M to 6 PM  
ember to Mid-March  
a to 4 PM

on-releasable and  
as pets  
e home for the



Autumn

SSANCE  
April 5-6  
Jousting  
THEMED WEEKEND  
GES  
com  
NM  
stival  
, 2025  
ing Knights!  
y Dancing  
stival Quest  
grounds  
eries  
at Pies  
e and save!  
COM



## 2025 Events

### 4th Annual New Mexico Renaissance Celtic Festival

For this event, 2 weekends of Mayhem and Fun March 29th & 30th and then April 5th & 6th Mary Queen of Scots has ordered the Land of Enchantment Realm to gather at the Wildlife West Nature Park for a 2 weekend Celebration of Celtic Culture, Weddings, and the Medieval Knights Jousting on the Second weekend for honor. Celtica Nova, The Harp Twins & The Wolfgang Twins headline our first weekend and jousting and Scott Jeffers Traveler Folk Celtic Rock, grab your season ticket and come out all 4 days.. Online tickets are discounted from the gate fee. Buy them now. <http://www.nmreenceltfest.com>



**ZOO CLOSED DURING FESTIVAL**

Kite Festival - May 3rd & 4th, 2025; 10AM to 6 PM  
Free event for kite flyers.

Wild West Frontier Festival 2nd year and growing,

June 7th and 8th at the Wildlife West Nature Park in Edgewood NM, is the host of Jamestown, Headlining Country Artist Jake Gill and some locals too... Kick up the dust at the Saturday Night Barn Dance, while at the festival you can have a friend or family member arrested by The Marshal. Tickets are on Sale now <http://www.wildwestfrontierfest.com>



**ZOO CLOSED DURING FESTIVAL**

Pirate Viking Summer Festival in it 6th year is

hosted at the Wildlife West Nature Park on August 23rd and 24th, as we are in mid-summer, the water balloon fight is the happening thing as well as the Brethren of the Sunken Skull Pirates entertain all ages. Come out and celebrate all the entertainment, foods, drink, and shop at amazing merchant tents selling wears from around the world. Arrrrr Mate the Tickets for this one goes on Sale June 15th!



<https://www.piratevikingsummerfestival.com/>

**ZOO CLOSED DURING FESTIVAL**

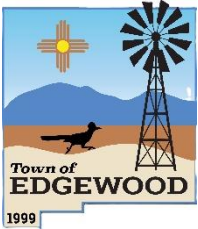
Heart of New Mexico Fiber & Art Festival

August 30th and 31st, 2025; 10 AM to 6 PM  
Fleeces, hand spun yarn to finished products woven, wet felted, crocheted & knitted.  
See animals that provide yarn for cashmere to rugs.  
Food, fun and music.



White Wings over America - September 11th, 2025

9:30 AM 9/11 White Dove Release.



## TOWN OF EDGEWOOD LODGERS' TAX FUNDING APPLICATION

Complete form and submit to: CL@Edgewood-NM.gov or mail to:  
Community Liaison, Town of Edgewood, PO Box 3610, Edgewood, NM 87015  
Applications are reviewed by Lodgers Tax Advisory Board

### **PART 1: PROJECT INFORMATION**

Organization Name (As Listed on W9): NM Renaissance Celtic Festival  
Event Name: New Mexico Renaissance Celtic Festival  
Event Date(s): March 28-29 and April 4-5 of 2026  
Event Organizer & Title within Organization: Eric Vigil, CEO  
Phone Number of Organization: 575-749-1275  
Organizer email (PR): eric@nmrenceltfest.com  
Organization Address (where check should be mailed): #2 Marietta Ct, Ste 130, Edgewood, NM 87015  
Contact Person (If different that person who prepares application): \_\_\_\_\_  
Contact Phone and Email for Secondary Person: \_\_\_\_\_  
Event Location: Wildlife West Nature Park 87N. Frontge Rd, Edgewood NM 87015

### **PART 2: PROJECT COST AND FUNDING REQUEST**

Lodgers Tax Funding Requested: \$10,015.00  
Total Anticipated Project/Event Cost: \$87,000  
Additional Funding Sources: Ticket sales  
Other Anticipated Sources for Future Development: Local sponsorships  
Anticipated Number of Volunteers: 50-65  
Anticipated Attendance (not including volunteers/staff): 15,000 to 20,000

### **PART 3: CRITERIA**

Were you funded previously? Circle one: Yes No  
How much have you received previously (list year/award amount)?  
How many times has your event occurred? 3 past years  
Is your organization a non-profit? Yes No (please provide proof of non-profit status with application)

1. Define/Describe the overall project/event (what is happening at the event?):

The New Mexico Renaissance Celtic Festival is a multi-day cultural festival celebrating Celtic and Renaissance history through live music, theatrical performances, artisan vendors, traditional food and beverage offerings, and interactive educational experiences. The event creates an immersive, family-friendly environment that attracts visitors from across New Mexico and neighboring states, encouraging overnight stays while supporting local businesses, artists, and nonprofit partners.

2. Who is your target audience for your event and advertising (who do you want to see it and come?)

The New Mexico Renaissance Celtic Festival targets local residents of Edgewood and surrounding communities, as well as visitors from across New Mexico and neighboring states. With free admission for children 17 and under, the festival is designed to attract families, multigenerational audiences, cultural and history enthusiasts, and out-of-state travelers seeking a unique, family-friendly cultural experience.

3. Describe the regions/cities in which you plan to market your event outside Edgewood?

The New Mexico Renaissance Celtic Festival will be marketed throughout central and northern New Mexico, including the Albuquerque metropolitan area, Santa Fe, Rio Rancho, Los Lunas, and surrounding communities. Additional marketing efforts will target southern New Mexico and neighboring states such as Colorado, Arizona, and Texas to encourage regional and out-of-state travel. Advertising will include digital media, social media campaigns, radio, and regional event listings designed to reach families and cultural tourism audiences.

4. Describe your event assessment/evaluation plans in terms of counting your participants, where they are from, their hotel stays, etc:

Event success will be measured through ticket sales, gate counts, and attendance tracking. Visitor zip codes and states of origin will be collected through online ticketing and voluntary attendee surveys to identify out-of-town and out-of-state participation. Lodging impact will be evaluated by surveying attendees on overnight stays, length of stay, and lodging type, with additional insight gathered from vendor feedback and post-event surveys.

**PART 4: ADVERTISING PLAN AND BUDGET** Fill out this chart with your advertising plan and the estimated costs for these ads.

Advertising Provider	Type of Ad/Promotion	Cost
Clear Channel Digital Billboards	5 billboards throughout ALB Rio Rancho	\$3115.00
American General Media - Radio	Radio ads through New Mexico area	\$3000.00
The Printing Guy	Posters, display cards, event signs	\$1500.00
Scrapy Bins	Trash containers - removal	\$1600.00
EMT services	Onsite EMT both weekends	\$800.00

**PART 4: LODGERS' TAX GOALS & PURPOSE** Lodgers Tax Funds are allocated to meet the purpose and goals of the Town of Edgewood regarding advertising, marketing, and promotion of tourism related events and activities.

Describe how your event will increase tourism in the area and impact lodging:

The New Mexico Renaissance Celtic Festival attracts visitors from outside the local area, encouraging overnight stays and increased lodging occupancy while generating additional spending at local hotels, restaurants, and businesses.

Describe any partnerships/collaborations your organization will engage in to successfully complete your event: The New Mexico Renaissance Celtic Festival partners with local businesses, nonprofit organizations, performers, artisans, vendors, tourism partners, and community organizations to successfully produce the event. These collaborations support event operations, marketing outreach, visitor engagement, and community impact while strengthening regional tourism and local economic development.

By submitting this application, you agree to the following (initial next to each):

ERV Promote a positive image for Edgewood

ERV Include the Edgewood Lodgers Tax logo on print or visual ads/promotions

ERV Submit materials related to advertising, promotion, and marketing that use the Town of Edgewood logo

**PART 5: ASSURANCES AND CERTIFICATIONS**

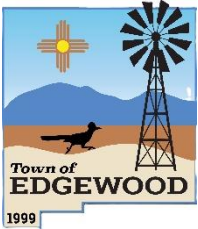
I CERTIFY THAT I AM AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE TOWN OF EDGEWOOD AND WILL DELIVER AN EVALUATION, RECEIPTS, AND REIMBURSEMENT REQUEST REPORT TO THE TOWN WITHIN 30 DAYS OF EVENT OR PROJECT COMPLETION.

NAME: Eric R Vigil (Print your name)

TITLE: CEO

SIGNATURE: 

DATE: January 30, 2026



# TOWN OF EDGEWOOD LODGERS' TAX FUNDING APPLICATION

Complete form and submit to: CL@Edgewood-NM.gov or mail to:  
Community Liaison, Town of Edgewood, PO Box 3610, Edgewood, NM 87015  
Applications are reviewed by Lodgers Tax Advisory Board

## PART 1: PROJECT INFORMATION

Organization Name (As Listed on W9): Edgewood Connected

Event Name: Rollin' Route 66

Event Date(s): June 2026

Event Organizer & Title within Organization: Audrey Jaramillo, President

Phone Number of Organization: 505-459-2356

Organizer email (PR): Audrey@JAG.CPA or Serve@EdgewoodConnected.org (secondary)

Organization Address (where check should be mailed): 36 Vista Encantada Dr 87015

Contact Person (If different that person who prepares application): \_\_\_\_\_

Contact Phone and Email for Secondary Person: \_\_\_\_\_

Event Location: Rich Ford or Venus Park



### RUBRIC INFO:

A. Stays = 2 hotel stays confirmed with winter event; we expect more for summer and Rt 66 and Father's Day events.

Length = 3 days, 2 for EC event plus 1 or more for Town events.

B. Timing = There is a gap with Friday/Saturday with Father's Day. Alternatively we will fill in the gap with other Town events with a gap. There is a lack of Rt66 Centennial events - this directly fills that void in part. There is a lack of things for kids to do in the summer, as they are out of school - this directly helps fill that gap as well.

Collaboration = EC will work directly with businesses, tourism dept, Town, Volunteers, and the US/NM/Edgewood Regional effort for Rt66 themed events and local events.

C. Economic Impact = food trucks, visitors, hotel, RV Rt66 visitors, sale of vehicles at Rich Ford, restaurant sales, Walmart and Smiths, etc. Increases GRT, gas taxes, lodger's tax, and activity all around for the weekend.

D. Use of Local Venue = Will utilize Town or long-term local business partner property for the event.

Use of Local Food, Services, Partners = Will utilize local food trucks and businesses for a variety of things such as sponsoring, advertising, kids' jumpers, supplies, security, lighting, shopping, etc.

## PART 2: PROJECT COST AND FUNDING REQUEST

Lodgers Tax Funding Requested: \$16,785

Total Anticipated Project/Event Cost: \$28,000

Additional Funding Sources: Fundraising/Donations

Other Anticipated Sources for Future Development: Grants

Anticipated Number of Volunteers: 10

Anticipated Attendance (not including volunteers/staff): 750

## PART 3: CRITERIA

Were you funded previously? Circle one: Yes  No

How much have you received previously (list year/award amount)?

How many times has your event occurred?  
Similar event for Ice Night Dec 2025

Is your organization a non-profit?  Yes  No (please provide proof of non-profit status with application)

1. Define/Describe the overall project/event (what is happening at the event?):

A family-friendly Roller Skating event across 2 days combined with other community event such as Father's Day Car Show or the Centennial Celebration of Rt 66. Rollin' Route 66 celebrates the history, charm, and togetherness of the Mother Road while highlighting Edgewood's welcoming small-town spirit. Vintage signs and classic tunes, rolling forward together as a community.

2. Who is your target audience for your event and advertising (who do you want to see it and come?)

This event will be promoting tourism and overnight stays for the 3 days with events. We will be advertising in Edgewood, Albuquerque, Santa Fe, and the extended East Mountain Area. For example, the last similar event had attendees from Mountaineer, Moriarty, Albuquerque, Cedar Crest, etc. The event is for all ages.

3. Describe the regions/cities in which you plan to market your event outside Edgewood?

Albuquerque, Santa Fe, extended East Mountain area. We will also have it with the Rt 66 advertising which reaches interested parties much further across the state and beyond. Open billboard location east/west of Edgewood off I-40; magazines and newspaper (print and web) in areas listed above plus US for magazines related to Rt 66; social media all over NM/US.

4. Describe your event assessment/evaluation plans in terms of counting your participants, where they are from, their hotel stays, etc:

Waivers are signed by those who participate. We noted over 500 in attendance at the last similar event in winter and expect more with this event. We talk to attendees and at the last similar event we CONFIRMED 2 hotel rooms rented by the vendor who traveled to Edgewood. We also note through social media who is interested and who attended.

**PART 4: ADVERTISING PLAN AND BUDGET** Fill out this chart with your advertising plan and the estimated costs for these ads.

Advertising Provider	Type of Ad/Promotion	Cost
See attached details.		
NOTE > Proposal includes capital-	type supplies for Tourism	costs
and Public Safety/Sanitation (security,	clean up) costs	
both of which are listed on the	Town's Lodger's Tax website	page and
in the state statute of acceptable	costs along with advertising and	
promotion.		

**PART 4: LODGERS' TAX GOALS & PURPOSE** Lodgers Tax Funds are allocated to meet the purpose and goals of the Town of Edgewood regarding advertising, marketing, and promotion of tourism related events and activities.

Describe how your event will increase tourism in the area and impact lodging:

Route 66 Centennial is a year-long, national celebration in 2026 of which the Town of Edgewood is hosting events. This event is designed to compliment the Town's while highlighting the Centennial celebration. It is also going to continue to offer Edgewood another event to serve as a stop while people are traveling the Mother Road during the summer.

Describe any partnerships/collaborations your organization will engage in to successfully complete your event: There will be promotion by the Town and Rich Ford and other businesses who attend and sponsor the event. Edgewood Connected has a track record of collaboration and partnerships with individuals, businesses, and other entities bringing tourism to Edgewood.

By submitting this application, you agree to the following (initial next to each):

AJJ Promote a positive image for Edgewood

AJJ Include the Edgewood Lodgers Tax logo on print or visual ads/promotions

AJJ Submit materials related to advertising, promotion, and marketing that use the Town of Edgewood logo

**PART 5: ASSURANCES AND CERTIFICATIONS**

I CERTIFY THAT I AM AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE TOWN OF EDGEWOOD AND WILL DELIVER AN EVALUATION, RECEIPTS, AND REIMBURSEMENT REQUEST REPORT TO THE TOWN WITHIN 30 DAYS OF EVENT OR PROJECT COMPLETION.

***Thank you for your past support and this consideration! Edgewood Connected***

NAME: Audrey Jaramillo (Print your name)

TITLE: President

SIGNATURE: Audrey J. Jaramillo

DATE: January 31, 2026



# Rollin' Route 66



**EVENT DESCRIPTION:** A family-friendly roller skating celebration inspired by the spirit of the Mother Road. Rollin' Route 66 celebrates the history, charm, and togetherness of the Mother Road while highlighting Edgewood's welcoming, small-town spirit. From vintage signs to classic tunes, this event is about rolling forward together as a community.

**EVENT DATE:** JUNE 21, 2026

## CAPITAL TYPE EXPENSES FOR TOURISM

Description	QTY	Each Cost	Total
Street Pole 66 Banners   N side of 66	10	\$225.00	\$2,250.00
Street Pole 66 Banners   S side of 66	10	\$225.00	\$2,250.00
4'X8' Double Sided Printed Banner	2	\$600.00	\$1,200.00
24"X36" Double sided Sandwich Boards with signage	10	\$110.00	\$1,100.00
Burma Shave Style Signage 24"x36" Double Sided	12	\$70.00	<u>\$840.00</u>
<b>TOTAL BANNERS AND SIGNAGE</b>			<b>\$7,640.00</b>

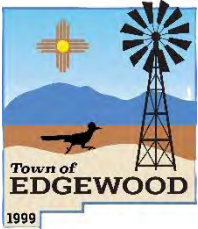
## PROMOTION AND ADVERTISING FOR TOURISM

Description	QTY	Each Cost	Total
Clear Channel / Lamar billboard (per month)	3	\$1,000.00	\$3,000.00
Billboard Graphic Design	1	\$1,000.00	\$1,000.00
Billboard Installation	1	\$875.00	\$875.00
Capcut subscription (Video creation for social media)	1	\$90.00	\$90.00
Magazines and print (per month)	3	\$1,000.00	<u>\$3,000.00</u>
<b>TOTAL ADVERTISING</b>			<b>\$7,965.00</b>

## PUBLIC SAFETY/SANITATION FOR TOURISM

Description	QTY	Each Cost	Total
Security - 2 officers during event	2	\$500.00	\$1,000.00
Event cleanup - 2 staff to clean during event (6 hours)	2	\$90.00	<u>\$180.00</u>
<b>TOTAL SAFETY/SANITATION</b>			<b>\$1,180.00</b>

**TOTAL LODGERS TAX REQUEST** **\$16,785.00**



## TOWN OF EDGEWOOD LODGERS' TAX FUNDING APPLICATION

Complete form and submit to: CL@Edgewood-NM.gov or mail to:  
Community Liaison, Town of Edgewood, PO Box 3610, Edgewood, NM 87015  
Applications are reviewed by Lodgers Tax Advisory Board

### **PART 1: PROJECT INFORMATION**

Organization Name (As Listed on W9): Ctrl-P Inc.

Event Name: Route 66 Adventures Calendar

Event Date(s): March - Dececeber 2026

Event Organizer & Title within Organization: Pat Davis, Publisher

Phone Number of Organization: 505-300-4087

Organizer email (PR): pat@newmexico.news

Organization Address (where check should be mailed): 119 Dartmouth Dr SE, ABQ, NM 87106

Contact Person (If different that person who prepares application): \_\_\_\_\_

Contact Phone and Email for Secondary Person: \_\_\_\_\_

Event Location: Online and print, metrowide

### **PART 2: PROJECT COST AND FUNDING REQUEST**

Lodgers Tax Funding Requested: \$23,637

Total Anticipated Project/Event Cost: \$26,037

Additional Funding Sources: Publisher is providing in-kind design and tech work for build and setup)

Other Anticipated Sources for Future Development: We will seek Lodger's Tax funding in other communitis to expand reach but additional funding is not required

Anticipated Number of Volunteers: 0

Anticipated Attendance (not including volunteers/staff): Online and print readers

### **PART 3: CRITERIA**

Were you funded previously? Circle one: Yes  No

How much have you received previously (list year/award amount)?

How many times has your event occurred? This is a first for including Edgewood, though we have been hosting similar activities in other communities since 2020

Is your organization a non-profit? Yes  No  (please provide proof of non-profit status with application)

1. Define/Describe the overall project/event (what is happening at the event?):

Please see the supplemental narrative attached

2. Who is your target audience for your event and advertising (who do you want to see it and come?)

Please see the supplemental narrative attached

3. Describe the regions/cities in which you plan to market your event outside Edgewood?

Please see the supplemental narrative attached

4. Describe your event assessment/evaluation plans in terms of counting your participants, where they are from, their hotel stays, etc:

Please see the supplemental narrative attached

**PART 4: ADVERTISING PLAN AND BUDGET** Fill out this chart with your advertising plan and the estimated costs for these ads.

Advertising Provider	Type of Ad/Promotion	Cost
Ctrl-P Inc. (New Mexico News)	Route 66 online calendar coding and publishing 20 hours @\$120/hr.	\$2,400
-Santa Fe Reporter	Monthly Route 66 Adventures features incl. Edgewood featured events: \$800 (1/2 page) monthly	\$8,000
-The Paper in ABQ	Monthly Route 66 Adventures features incl. Edgewood featured events: \$800 (1/2 page) mo. (Mar-Dec (10)	\$8,000
-Sandoval Signpost, Corrales Comment	Monthly Route 66 Adventures features incl. Edgewood featured events: \$600 (1/2 page) mo. (Mar-Dec (10)	\$6,000
-		\$24,400
		-10% Gov Disc (-\$2,400) +NMGRT 7.625% (\$1,677)

10-month total campaign budget

**\$23,637**

**PART 4: LODGERS' TAX GOALS & PURPOSE** Lodgers Tax Funds are allocated to meet the purpose and goals of the Town of Edgewood regarding advertising, marketing, and promotion of tourism related events and activities.

Describe how your event will increase tourism in the area and impact lodging:

In addition to inserting local Edgewood events into the largest metro-ABQ market events calendar, the proposed Route 66 Adventures column produced for monthly print publications from Mar.-Dec. is designed to curate local events around a weekend or weeklong trip which necessarily requires overnight lodging.

Describe any partnerships/collaborations your organization will engage in to successfully complete your event:

Because the Route 66 Independent is a local news partner of the larger New Mexico News Group (Ctrl-P Inc) we are able to insert local coverage into publications in Bernalillo, Sandoval and Santa Fe Counties at lower cost than direct-purchases from the Town or businesses.

If Edgewood approves the grant, we intent to use it as a matching grant ask for other local Lodger's Tax Boards around the state to expand Route 66 and in-state tourism by placing the Route 66 Adventures in their local market and sharing other communities' activities with Edgewood.

By submitting this application, you agree to the following (initial next to each):

- Promote a positive image for Edgewood
- Include the Edgewood Lodgers Tax logo on print or visual ads/promotions
- Submit materials related to advertising, promotion, and marketing that use the Town of Edgewood logo

**PART 5: ASSURANCES AND CERTIFICATIONS**

I CERTIFY THAT I AM AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE TOWN OF EDGEWOOD AND WILL DELIVER AN EVALUATION, RECEIPTS, AND REIMBURSEMENT REQUEST REPORT TO THE TOWN WITHIN 30 DAYS OF EVENT OR PROJECT COMPLETION.

NAME: Pat Davis (Print your name)

TITLE: Publisher

SIGNATURE: 

DATE: 02/05/2026



---

# Town of Edgewood: Lodgers' Tax Funding Application

Submit to: CL@Edgewood-NM.gov or PO Box 3610, Edgewood, NM 87015.

---

**Ctrl-P Inc. (dba The Route 66 Independent & nm.news)**

## Route 66 Adventures Calendar

—

### **Supplemental responses to the 2026 Funding Application**

#### 1. Define/Describe the overall project/event

**Project: Route 66 Adventures Calendar**

**What is it:** A public calendar of events available free to local businesses, government and community organizations to promote and post local events into a regional 4-county shared calendar.

Unlike a one-time event, this event activity promotes Edgewood year-round featuring the best of Edgewood: Our people, business and events.



**Why this matters:** Festivals and events in Edgewood are overshadowed in the larger Albuquerque and Santa Fe markets, but they are a critical part of our local economy.

Simply put, it can be expensive for local governments and businesses to match the large marketing budgets for art, music, holiday and community festivals occurring each weekend in Albuquerque and Santa Fe, so our local events often get little notice outside of local Facebook groups and email lists.

But **The Route 66 Independent** ([route66.news](http://route66.news)) has a unique advantage connecting local events to those bigger markets: *The Independent* is part of the larger **New Mexico News network** ([nm.news](http://nm.news)) that includes the *Santa Fe Reporter* and Albuquerque's *The Paper*, both of which have built the largest community events calendars in their markets (the two papers alone earned over 540,000 unique visits to their calendars in 2025, plus featured events were distributed in 45,000 print copies of those publications and other networked local publications monthly). The events in each publication are already shared across the network (meaning users in Santa Fe searching for music events are also offered ABQ featured events automatically, and vice-versa).

This project would fund the Route 66 Independent to extend that events calendar into Edgewood by creating a free local events calendar that automatically inserts local events into the regional market at no charge for local event creators.

As a funding sponsor, the Town of Edgewood would receive credit as the local calendar's presenting sponsor *and* as the presenting sponsor for a new **Route 66 Adventures** monthly section featuring local events along Route 66 each month of 2026, the 100-year anniversary of the Mother Road.

**Bonus:** Although the overall shared services calendar helps connect the larger metro audience to Edgewood events, it also includes a built-in simpler "Edgewood local" page just for local events so that residents can find local things to do quickly and easily on the front page of the Route 66 Independent website and social media accounts and share them across their own email and social media networks.

What if this project is not funded? Without funding from the Lodger's Tax Board and Town Commission, the cost for the technical coding and curation of events on a weekly



basis for print and online features would require the calendar to be funded by submission fees paid by local businesses already stretched to make ends meet. This is a great investment to provide a regional (and larger) marketing tool to local businesses at no cost.

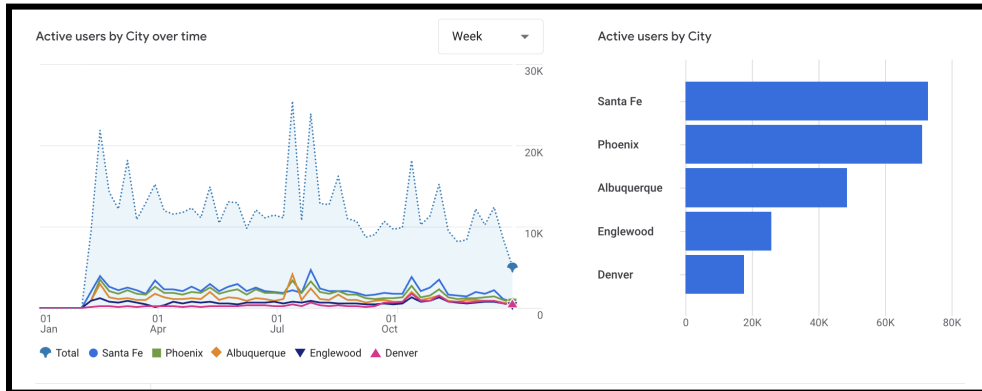
**About the Route 66 Independent:** The rebranding of the *Independent News* into the *Route 66 Independent News* occurred alongside Edgewood's strategic 25th anniversary rebranding project and that's no coincidence. The *Independent* was founded the same year as the town and both have grown up together.

Following the pandemic, the former publisher sadly ceased publishing until the Ctrl-P Inc and New Mexico News group acquired the assets and have been investing to rebuild it as Edgewood's community paper. Together, the town and *The Route 66 Independent* have an opportunity to showcase our unique Route 66 success story in this 100-year anniversary of the route when locals and out-of-state tourists are looking to learn more about the legacy of this historic road.

## **Target audience for event and advertising:**

Our primary target audience includes Bernalillo, Sandoval and Santa Fe County residents seeking out local road trips and adventures through our network of 8 local community news outlets and a shared metro-wide events calendar.

The complete calendar of events hosted at the *Santa Fe Reporter*, Albuquerque's *The Paper*, *Sandoval Signpost*, *Corrales Comment*, and *The 528* in Rio Rancho earned more than 520,000 unique visits and event searches from locals (and visitors planning local trips) in 2025. The events submitted by community members are also used to create monthly event features that appear in over 40,000 print copies of those publications each month.



Sample of an online traffic source report for the Santa Fe Reporter events calendar showing unique visits by city. Roughly 25% of all traffic is from out-of-state with larger bumps around summer tourist and Balloon Fiesta seasons.

## Regions/cities you plan to market outside Edgewood:

Our local news network is the largest network by email subscribers and publications in the state.

Our local events features are already “go-to” sources for events for print and online consumers in these cities and counties:

### 1. **Albuquerque**

#### **The Paper.**

Daily online arts, culture and events coverage at [abq.news](http://abq.news)

Bi-weekly print copies distributed at over 100 locations across the ABQ metro

Including The Paper’s annual Balloon Fiesta Guide to local activities during the 10-day fall event

### 2. **Santa Fe** (including distribution into Española, Pojoaque and Los Alamos)

#### **The Santa Fe Reporter**

More than 2,000,000 annual website visits for arts, culture and events in and around Santa Fe

Plus, weekly print publications distributed across 75+ locations weekly



### 3. Sandoval County

#### **Sandoval Signpost**

Bernalillo and Placitas: online weekly news and events calendar plus a monthly arts, culture, events and news feature print publication

Corrales: Online weekly news and events calendar plus a monthly arts, culture, events and news feature print publication

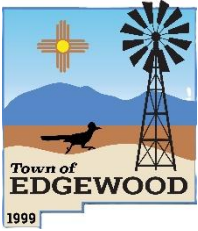
Rio Rancho: The 528 in Rio Rancho is a new daily digital site and email newsletter for Rio Rancho, the state's third-largest city.

Bonus: Because the calendar is hosted online and optimized for search engine queries, approximately 25% of monthly visitors to the calendar alone are online users searching for local events from outside the Albuquerque-Santa Fe MSA.

## **Event assessment/evaluation plans (counting participants, hotel stays, etc.):**

When it comes to reporting views and impact, we don't ask you to just take our word for it.

We use independent third-party tracking data from Google Analytics to provide real data on event page views and traffic sources. These can be provided to the Lodger's Tax Board, as needed, for impact reporting.



## TOWN OF EDGEWOOD LODGERS' TAX FUNDING APPLICATION

Complete form and submit to: [CL@Edgewood-NM.gov](mailto:CL@Edgewood-NM.gov) or mail to:  
Community Liaison, Town of Edgewood, PO Box 3610, Edgewood, NM 87015  
Applications are reviewed by Lodgers Tax Advisory Board

### **PART 1: PROJECT INFORMATION**

Organization Name (As Listed on W9): **Town of Edgewood**

Event Name: **"Discover Edgewood" (promoting Town's events May-Aug 2026)**

Event Date(s): **May 1-Aug 31, 2026**

Event Organizer & Title within Organization: **Linda Burke, Community Liaison**

Phone Number of Organization: **(505) 286-4516**

Email of Organizer (PR): **LBurke@edgewood-nm.gov**

Organization Address (where check should be mailed): **PO Box 3610, Edgewood, NM 87015**

Contact Person (If different that person who prepares application): \_\_\_\_\_

Contact Phone and Email for Secondary Person: \_\_\_\_\_

Event Location: **Edgewood**

### **PART 2: PROJECT COST AND FUNDING REQUEST**

Lodgers Tax Funding Requested: **\$13,200**

Total Anticipated Project/Event Cost: **\$13,200 + staffing costs**

Additional Funding Sources: **Town of Edgewood**

Other Anticipated Sources for Future Development: **tourism grant(s)**

Anticipated Number of Volunteers: **20-25**

Anticipated Attendance (not including volunteers/staff): **12,000**

### **PART 3: CRITERIA**

Were you funded previously? Circle one: **[Yes]**

How much have you received previously (list year/award amount)?

**\$19,914.93 Community Center Updgrade, \$14,040 Discover Edgewood – Fall/Dec (2025); \$12,529 Discover Edgewood -Summer of Fun (2025)**

**How many times has your event occurred? Annual favorites including Carnival (8 days), July 4<sup>th</sup> Extravaganza, Water Play Days (2-3), Teen Events (2-3), Labor Day Bash, and Movie Nights (3) are part of the**

Summer of Fun, plus additional cross-referenced Edgewood events for the Route 66 Centennial (a year-long happening). We will be promoting events and activities that make Edgewood a good stopping point along the Route.

**Is your organization a non-profit? government**

1. Define/Describe the overall project/event (what is happening at the event?):

“Discover Edgewood” and “Summer of Fun” promotions include a range of media for Edgewood’s events targeting tourism (Route 66 Centennial events, Community events), as well as cross-promoting other entities’ events, festivals, and activities to enjoy in Edgewood. This cycle will include the year-long Route 66 Centennial Celebration series.

By promoting Edgewood for its history and family-friendly events/activities, we want to encourage visitors to make Edgewood an overnight stop on Route 66, part of an easy weekend staycation, and as an “extra day” when traveling to/from Albuquerque and Santa Fe, to experience small town fun during a New Mexico visit.

Promotions include:

- “Summer of Fun” and “Route 66 Centennial Celebrations”
  - The Indy newspaper (mailed to 12,000 EM homes) line-up of events/activities each mo (1/2 pg) and 4-pg pull-out (April issue – gets to homes early May).
  - East Mountain Radio - 5x/day prime hours and addt’l spots evenings/late night (May-Aug) PLUS addt’l 10x/day boosts for 10 days prior to Carnival and July 4<sup>th</sup> Extravaganza
  - ABQ Radio Stations (80s, Oldies, Jazz) 8x/day for 2 weeks prior to Carnival and July 4<sup>th</sup> Extravaganza
  - Route 66 Banners (grant-funded)
  - New Mexico Living television segments (part of current contract)
  - New Mexico Magazine article & photos for Spring 2026 issue (grant funded)
- Social Media posts
- Town Website events
- New Digital Marquee (grant funded)

2. Who is your target audience for your event and advertising (who do you want to see it and come?)

The target demographics are: Seniors, Couples, and Families w/Children. Target audiences are: Travelers (I-40 and Route 66, especially) and NM/CO Families within a 1-4 hour distance of Edgewood.

3. Describe the regions/cities in which you plan to market your event outside Edgewood?

Utilizing print, on-air, and digital media allows for a market reach that includes the East Mountains, Albuquerque, Santa Fe, statewide NM, and parts of Southern Colorado. We will also reach out-of-state audiences by utilizing New Mexico Magazine (and NM Tourism online promotion tools).

4. Describe your event assessment/evaluation plans in terms of counting your participants, where they are from, their hotel stays, etc:

Edgewood has been expanding its events and activities, and this year is also celebrating the Route 66 Centennial by theming events for extra appeal and increased attendance. Using a broad marketing approach, we anticipate attendance numbers will continue to increase. Periodic attendance reviews/observations will be conducted during events (Town events do not charge a gate fee to enter).

**PART 4: ADVERTISING PLAN AND BUDGET** Fill out this chart with your advertising plan and the estimated costs for these ads.

Advertising Provider	Type of Ad/Promotion	Cost
The Independent newspaper (mailed monthly to 12,000 homes)	Print (½ pg./mo, May-Aug; and 4 pg Summer of Fun pullout - April)	\$5,200
Radio New Mexico (4 stations)	Radio (May-Aug)	\$8,000
New Mexico Living	On-Air	Included in current pkg
Route 66 Banners	Print	Grant funded
Digital Marquee	Electronic Display	Grant funded

**PART 4: LODGERS’ TAX GOALS & PURPOSE** Lodgers’ Tax Funders are allocated to meet the purpose and goals of the Town of Edgewood regarding advertising, marketing, and promotion of tourism related events and activities.

Describe how your event will increase tourism in the area and impact lodging:

By increasing visibility for events and activities in Edgewood, we are promoting reasons to come to Edgewood and spend time here, whether for a day, a weekend, or longer. Our promotions emphasize Edgewood as a safe/friendly overnight stop for an easy getaway/weekend escape where travelers and visitors can experience outdoor fun, festivals, and events in a beautiful place. By promoting events and experiences, we establish Edgewood as a stopping point for I-40 and Route 66 travelers in both directions of their trips.

Describe any partnerships/collaborations your organization will engage in to successfully complete your event:

NM Tourism Department, local organizations (Legacy Ranch, Rich Ford, Juno, Edgewood Lions Club) and Edgewood Parks & Recreation, Edgewood Community Library, and Edgewood Animal Shelter. With the exception of the Carnival, all events hosted by the Town are free and open to the public.

“Discover Edgewood” will provide some cross-promotion of activities and events happening in Edgewood this Spring/Summer hosted by other entities such as Themed festivals, Rodeo, and Route 66 events.

By submitting this application, you agree to the following (initial next to each):

LB Promote a positive image for Edgewood

LB Submit materials related to advertising, promotion, and marketing that use the Town of Edgewood logo

**PART 5: ASSURANCES AND CERTIFICATIONS**

I/WE CERTIFY THAT I/WE AM/ARE AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE TOWN OF EDGEWOOD AND WILL DELIVER AN ANNUAL EVALUATION REPORT TO THE TOWN ON OR BEFORE THE DATE ESTABLISHED FOR SUBMITTAL.

NAME: Linda Burke

TITLE: Community Liaison, Town of Edgewood

SIGNATURE: *Linda Burke* DATE: 02/04/2026

## Edgewood's Events – Celebrate Route 66 Centennial & Enjoy the Fun

DATE	EVENT	LOCATION	ORGANIZER
February	Sock Hop – multi-generational	Edgewood MS	Town P&R
March	Renaissance & Celtic Festival	Wildlife West	NM RenCelt Fest
April	Renaissance & Celtic Festival	Wildlife West	NM RenCelt Fest
	Saddle Series Youth Rodeo	Severs Arena	EM Cowboy Church
May	Saddle Series Youth Rodeo	Severs Arena	EM Cowboy Church
May 28-31	Edgewood Carnival	Venus Park	Town P&R
June 4-7	Edgewood Carnival	Venus Park	Town P&R
June	Saddle Series Youth Rodeo	Severs Arena	EM Cowboy Church
July 4	Independence Extravaganza	Venus Park	Town P&R
July	Saddle Series Youth Rodeo	Severs Arena	EM Cowboy Church
August 15	Route 66 Run, Rally & Rock	Rich Ford	Rich Ford/Town
August	Saddle Series Youth Rodeo	Severs Arena	EM Cowboy Church
September 4	Labor Day Bash	Venus Park	Town P&R
September 19	Woofstock	Venus Park	Town Animal Shelter
September	Saddle Series Youth Rodeo	Severs Arena	EM Cowboy Church
October	Saddle Series Youth Rodeo	Severs Arena	EM Cowboy Church
October 30	Trunk or Treat	Venus Park	Town P&R
November			
December 4	Twinkle Light Parade & Tree Lighting	Venus Park	Town P&R
December 12	Santa Run	Venus Park	Town P&R
December 19	Holiday Balloon Glow	Venus Park	Balloon Group & Town