

August 2008
Volume 7, Issue 8



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Mark Your Calendars

August 7th

Business After Hours

hosted by Alto Artists
and Spencer Theater

at The Spencer Theater
from 5-7 pm.

See you there!

Village Recovery

As we watched the flood unfold both on the television and in our backyards, we saw Ruidoso band together to help all of those in need. The emergency response team did an incredible job in rescuing those in peril and attempting to address difficult problems. It was truly inspiring to see our community working together.

We have fortunately moved from the rescue to the recovery stage and that is where the Ruidoso Valley Chamber of Commerce comes into play. In the wake of any disaster, economic peril is inevitable. The Chamber recognized that the media was only focusing on the devastation and not on the unaffected areas. This meant the nation saw us underwater—and tourists immediately cancelled reservations.

The Chamber and Department of Tourism understand that we must make additional efforts to assure visitors that Ruidoso is still a beautiful and viable place to visit. If we don't, we will encounter a second disaster; an economic one. We must ensure we have gross receipts to help pay for our repairs. We must ensure those that are rebuilding have jobs to help them live. We can not depend on

the limited funds available from the State and (hopefully) the Feds. The stronger the Village is economically, the quicker we can recover.

The Chamber fielded over 300% more phone calls on Monday, following the flood, providing the public both with accurate emergency information and reassuring visitors that it was not necessary to cancel travel plans. In an effort to overcome this eminent business loss, the Chamber has conducted several television, radio and newspaper interviews explaining that the main part of town and tourist interests are safe and dry. The Village Tourism Department sent press releases around the region to that effect also. The Lodger's Tax Association has allocated \$10,000 in emergency advertising funds, which has now been matched by the State Department of Tourism as well. The media plan is to deliver a reassuring message on the radio and in newspaper in our southwestern region. The Chamber also acquired aerial photographs to drive the point home, visually, that the



Eagle Bridge is washed out but Midtown is dry and full of tourists.

entire village is not underwater.

Already, countless lodging establishments have reported that bookings have dropped 30% or more and groups are cancelling reservations. Summertime residents are going back home. We have several business establishments that are closed and may remain so for months. Our mission now is to rebuild the lives of our residents and the brand that is Ruidoso.

There are several benefits being organized for the victims of the flood. If you are interested in volunteering contact RVCC. We will keep you apprised of these events.

"We must ensure we have gross receipts to help pay for our repairs. We must ensure those that are rebuilding have jobs to help them live."

August 2008 Community Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
					Chamber Music Fest @ RSPAC-Warrior Dr Pam Tillis @Spencer Theater 8 PM Old Lincoln Days	Chamber Music Fest @ RSPAC-Warrior Dr Old Lincoln Days Hubbard Prog-11 AM Cross Canadian Ragweed @ RDRT 8 PM
3	4	5	6	7	8	9
Chamber Music Fest @ RSPAC-Warrior Dr Old Lincoln Days Corinne West in Concert @ Noisy Water Lodge 4 PM \$15	Lincoln County Fair	Lincoln County Fair	Lincoln County Fair	Lincoln County Fair Doug Montgomery @ Spencer 8 PM BAH-Spencer Theater Prev. Alto Art Tour	Lincoln County Fair Trace Adkins @IMG 8 PM	Hubbard Prog-11 AM Lincoln County Fair The Fab Four @ Spencer 8 PM Alto Art Tour 10-5
10	11	12	13	14	15	16
Alto Art Tour 10-5					Art After Hours 3-5 Fabulous Fireballs @ Mt. Annies	Fabulous Fireballs @ Mt. Annies John Denver Tribute @ Spencer 8 PM Trib to Norm Petty @ Hubbard
17	18	19	20	21	22	23
Fabulous Fireballs @ Mt. Annies		Doug Gabriel Family Show @ Mt. Annies	Doug Gabriel Family Show @ Mt. Annies	Doug Gabriel Family Show @ Mt. Annies	Doug Gabriel Family Show @ Mt. Annies Noon Lions Antique Show @ RCC 5-9	Hubbard Prog-11 AM Doug Gabriel Family Show @ Mt. Annies Chuck Mangione @ Spencer 8 PM Noon Lions Antique Show @ RCC 10-6
24	25	26	27	28	29	30
Noon Lions Antique Show @ RCC 10-6				The New Christy Minstrels @ Mt. Annies	The New Christy Minstrels @ Mt. Annies	The New Christy Minstrels @ Mt. Annies All American Gun Show @ RCC 9-5
31						

All American Gun Show @ RCC 9-5
Dolan Ellis @ Mt. Annies



37th Annual Art Festival, A Success

“We love how your new Special Events Coordinator, Kathy Alexander, has added some flair to the Art Festival” was the comment of many participating artists. These vendors felt the festival was extremely professional, organized and most importantly well-attended. Several artists had the best show they have ever had with sales over \$10,000!

A tweaked marketing campaign, the addition of tele-

vision advertising, and yes, probably, the rain, caused attendance this year to surpass last year’s numbers by midday Saturday! All of the visitors were treated to over 100 artists from across the nation featuring 12 categories of fine art. An added component this year was the Entertainment Pavilion. Thanks to a generous donation from City Bank, live entertainment was provided for all three days. Additionally, the Hubbard Museum sponsored a children’s art cen-

ter and The Lodge set up a cash bar. Along with our numerous food vendors, the Art Festival was truly the place to be!

Judging was coordinated by the Ruidoso Regional Arts Council and presented Kim Obrzut of Tucson, AZ with the Best of Show ribbon.

The silent auction

generated several thousand dollars which will be donated to area charities.



Taramahura Indians

You may have noticed one of the booths at the Ruidoso Art Festival appeared more “home spun” than the other fine art exhibitors. In conjunction with the Mexico Consulate and the Ruidoso Methodist Church, the Chamber has agreed to help the Taramahura Indians of Mexico by providing them with retail outlets for their handmade wares. These indigenous people of Mexico have been persecuted for years and with the help of

others have only recently began to recover. Ruidoso is assisting the Taramahura by selling their handcrafted wares here in Ruidoso, beginning with the Ruidoso Art Festival. Most notably the Taramahura artistically weave grass baskets of all sizes, carve striking bows and arrows, and create beautiful dolls. If you are interested in helping by selling their wares at your shop or gallery, please give the Chamber a call.

National Night Out

In an effort to increase awareness for child and neighborhood anticrime efforts, Ruidoso will be holding its First Annual National Night Out. On August 5 at 6pm at the White Mountain Recreation Area, residents and businesses are invited to explore the

Mobile Command Center, ride the DWI trikes, and pick up Child ID kits. At dusk, we will all hike the trail at the Links with flashlights symbolizing that we are all looking out for each other.

Ruidoso joins hundreds of

other communities across the nation in this awareness campaign. The Ruidoso Valley Chamber of Commerce is proud to be a part of this coalition with the Ruidoso Police Department, Lincoln County Sheriff’s Office, Ruidoso Downs Police, Lincoln District At-

torney’s Office, Ruidoso Fire Department and COPE/Women’s Shelter. Donations will be accepted and we thank the Ruidoso Valley Greeters for their contribution.



The Racetrack

The Chamber has issued a resolution so show our support for the Ruidoso Downs Racetrack and Casino. Currently racing revenues do not cover operating costs for the Downs and relies on the Billy the Kid Casino to make up the difference. However, these casino revenues are taxed at over 25% and also do not provide enough for the Race-track to operate in the black! The Racetrack is currently looking at options to remedy this. One option is to persuade the NM Legislature to change the tax base of smaller "racinos" closer to the Indian casino rate of 11%. Another option for the race-track would be to move from Ruidoso to a higher populated area to bring in more visitors and higher wagers.

If the Racetrack moved, would it affect your business? Of the 20 percent of members who responded to this survey question, an astounding 80% said YES Here's what you had to say.

Most definitely! Since I own a tourist related business it would be devastating to me. 90% of my customers are tourists and most here go to the races

Need out of town visitors to sustain tourism. The racetrack is a large summer draw.

We work in the real estate field. If the track was moved, fewer people would want second homes in Ruidoso.

The racetrack has been a major attractor for years. It would take

many new businesses to replace the lost tourist dollars if the racetrack moved.

Tourists would stop coming into town. Would be a slowdown by 60% of my business.

Summer residents frequent the track and shop for supplies at my store

Ruidoso is tourism driven. Check occupancy figures. Ski season tourism is not a guarantee like racing season.

Less visitors means less business.

Less people buying, selling and renting properties in the area.

...is it very obvious that as an employer, tax generator and major tourist attraction of course it will impact everything.

It would devastate our business and our 14 employees. We rely on new construction and renovation. No horsemen no business

We sell used furniture. Racetrack people buy from us as do the people who come here and stay in their second homes & condos during the racing season.

My business is selling ads to the local businesses. If the track moves, tourism drops dramatically, businesses would not have the money to advertise.

My business does not rely on tourism, but the majority of my clients rely on tourism. It would affect their business and eventually effect mine.

Our place of business would be forced to move

The 20% also have a say:

I'm tired of the rich getting tax breaks

It would be sad if the race track moved. However, I believe Ruidoso would survive such a move...and even thrive. The sky is not falling.

General manager of La Quinta, Dhawal, is one of the leaders in the coalition to help the racetrack. He fears his hotel would eventually close if the racetrack were to move. A majority of the hotel's revenues are generated during the summer months and can not rely on the rest of the season to bring in profit. "One of the considerations for building this hotel was the location of the racetrack" says Dhawal. He also feels there would be a domino effect if the Racetrack moved. His business would close, followed by many, many more.

Please join Dhawal, the Chamber and many other businesses in their efforts to support the reduced racinos tax. Strategic meetings, letters to your legislator, and attendance at the legislature are suggestions for support. The Chamber will keep you apprised of these meetings and opportunities. We will also not forget that we are a member organization and not all businesses have the same opinions.

"The sky is not falling."

A small minority of Chamber businesses feel the Racetrack moving would NOT affect Ruidoso significantly.

TIP!

How to Save Paper

From
Ruidoso Office Supply & Hallmark

With rising fuel costs, lower exchange rates, and lower inventories, paper cost are rising. To combat this, first **use less paper!** Don't print emails, print multiple pages or slides from PowerPoint and copy on both sides of the page. Use the right weight of paper for the right job and check that the "lowest price" includes delivery and ALL your required specs.

** This newsletter is also available on-line at www.ruidosonow.com.*

Renewals

Big Brothers/Big Sisters	1996
Bonito Hollow RV	1996
Crown Point Condos	1998
Culligan	1992
Directory Plus	2001
End of the Vine	2000
First Travel Center	1997
Greg Carey State Farm Ins.	1993
Imagine That	2007
Martha's Fabric Shop	2005
Optimist Club of Ruidoso	2007
Quality Inn	2004
Rainwaters	2003
Red Raccoon	2002
Ruidoso Downs	1975
Ruidoso Mortgage	1994
Ruidoso Ready Labor	1999
St. Eleanor Catholic Church	2006
The Lodge at Cloudcroft	1997
The Outlaw at Lincoln Hills	2007
Thriftway	2003
Toshiba Business Solutions	1997
TR's Market	2006
TR's Pizza & Grill	2006
Village of Ruidoso	1975

Ponderosa Member Spotlight *by Lavonia Kerby*

The RVCC is pleased to announce our newest Ponderosa Member: Southwest Securities, FSB. FSB not only stands for Federal Savings Bank, but also implies a *Full Service Bank*. This national bank is so attuned to our community needs, that they are providing banking services to

you even before they have their permanent location! Currently, they are located at 708 Mechem Drive, Suite B, but will eventually be housed in River Crossing. Ruidoso and the area are fortunate to have Southwest Securities Bank providing banking and mortgage services to all of our

members and our communities. All deposits are secured by FDIC. Please stop by or give them a call at 575-257-1414 to see how they can better serve you. Welcome to Southwest Securities, FSB.



SOUTHWEST SECURITIES, FSB

Festival Of Lights

Ruidoso Valley Festival of Lights was founded in 2002 by four lodgers whose goal it was to encourage tourism during the Christmas holidays. The FOL Electric Parade was born and has grown from a hand full of parade entrants and spectators to a 48 entry parade with 12,000 spectators in 2007. The parade was voted one of the "Top 100 Events in the USA and Canada" for 2008 by the American Bus Association.

Adding a new chapter to FOL is the 'passing of the

reins" of the festival to the Ruidoso Valley Chamber of Commerce. The Chamber's primary functions will be to organize the parade, be a contact point for the many events, and handle marketing.

Festivities begins the with Greeters Christmas Jubilee in November. The Village puts up the lights and decorations. Other events include the Ski Apache Torch Light Parade, ENMU Choir, and Nazarene Nativity Scene. If you know of an organization that would

like to add to the FOL activities (like Snacks with Santa, caroling, carriage rides, etc.), please give Kathy Alexander a call at 257-7395.

The RVCC Board appreciates the contributions (time, money and blood!) from Millie Woods and her board. We will try to fill those shoes!

NEW BOARD MEMBER

Please welcome **Lydia Radosevich** from Ruidoso Physical Therapy as our newest board member, filling the Healthcare Council vacancy. We appreciate your involvement and commitment!

The Chamber's Response Team

Thank you to RuidosoWeb Corp, our website management company, for being proactive in supplying RuidosoNow.com with comprehensive emergency information. RWC provided easily accessible visitor information

on our website assuring tourists that Ruidoso is open for business despite the devastation we have encountered. RWC posted press releases, wrote accurate copy and uploaded updated information expeditiously.

Vital Stats

Historical Lodgers' Tax Collection provided by VOR

	2005/2006	2006/2007	2007/2008
June	96,462	109,065	88,335 <i>estimate</i>
Year End	989,566	1,202,870	1,184,726 <i>estimate</i>

Historical Lodging Collections is the amount of tax generated by Ruidoso lodging establishments based on the tax amounts the village received and applied to the particular month the revenue was generated, regardless of when it was received. These statistics represent tax collections, not revenue.

Actual Lodgers' Tax Collection provided by VOR

	2005/2006	2006/2007	2007/2008
June	70,507	96,578	80,976 <i>estimate</i>
Year End	948,561	1,190,674	1,223,689 <i>estimate</i>

Actual Tax Collections is the amount of tax generated by Ruidoso lodging establishments based on tax amounts the Village received in that particular month. This amount includes all current and/or delinquent figures.

Visitor Center Quote

“Do you have any clout with Holloman AFB? I have made it through the flood, dry and safe, but these sonic booms shake me and my house to the core. If you have any clout, please use it.

Village of Ruidoso

Building Permits for June

No:

Value: \$

Gross Receipts Tax Distribution

June: \$

Obtained from VOR 258-4343

LODGING OCCUPANCY RATES

For Lincoln County

June 2008

Total Avg. Occupancy Rate: 63.66%

Excluding RV Parks: 64.38%

2008 Year to Date: 41.41%

2007 Year to Date: 51.10%

These numbers are generated through the RVCC's Occupancy Rate Program. Call Sandi to see how you can get more detailed statistics.

Visitor Center Statistics

	2008	2007
June		
Walk-ins	1315	1585
Phone Calls	1409	1314
Mailings	923	2331*

Weekend Only		
	2008	2007
June		
Walk-ins	297	475
Phone Calls	149	122

** Special promotion caused numbers to be higher than normal.*

RuidosoNow.com Website Stats	Hits	Page Views	Unique Visitors	Avg. Visit Length
June 2008	975,778	79,183	16,713	7:45
June 2007	837,125	55,716	12,289	7:00

The Greeters Corner *by Betty Blair*

July 2008

If you missed the annual chamber banquet June 24th, you missed a really good time. With a fun format of Deal or No Deal, Howie and 26 lovely ladies (?), were all over the Ruidoso Downs Turf Club. We even had a few Greeter ladies pressed into service when some of the ladies were AWOL. Sally Moore was the lucky contestant. We honored our outgoing President, Marty

DiSanto, with the Greeter of the Year award. She has done a superb job.

New Greeter officers were installed July 10th. They are: President-Betty Blair, Vice-President-Jill Duncan, Recording Secretary-Barb O'Leary, Treasurer-Karen Johns and Corresponding Secretary-Mary Duncan. We will be ready and willing to work for the community as Greeters are noted for doing. We were sorry that our long

planned event prevented us from attending the BAH at the Hurd Gallery. BAH times are scheduled for the Ruidoso Downs Race Track Turf Club and a ribbon cutting and BAH for Casa Couture on July 24th.

The Ruidoso Valley Chamber Art Festival is scheduled for July 25th, 26th, and 27th. Our Greeters are always willing to step in and help in any way possible. Sunday is known as "Greeter Day" and Greeters will be at all stations at the front entrance. We are also available for booth sitting, food vendor assistance and

other places as requested. The Greeters were happy to be a sponsor this great event.

All of us are looking forward to another exciting new Greeter year and plans are in full swing for Christmas Jubilee events. Our Booth Sales ladies and the Advertising committee are busy bees.

Make out your Christmas shopping list so you will be ready for November 14th, 15th, and 16th at the Convention Center.

Welcome New Members !

Chamber Music Festival
5-day festival in August
Dan Hood/P.O. Box 554
575-973-3169

John T. Bennet DDS
200 Sudderth Drive, Suite C
575-257-5179

Dizzy Friday Boutique
2536 Sudderth Dr.
575-630-9999

Performance T-Shirts, Trophies & Awards
2332 Sudderth Drive
505-257-1360

L&F Distributors
Anheuser-Busch Distributor
P.O. Drawer 3068, McAllen, TX 78502
956-687-7751

Dance/Gallery
Dance, yoga, art, fellowship
721 Mechem Drive
575-937-2725



Compass Bank



Some Special Thank You's *From Sandi*

I had an incredible showing of volunteers at the Art Festival, and I would especially like to thank the Greeters and my Board for their hard work. I appreciate the donations from Glenda at Noisy Water Lodge, Anne from Anne Revelely Interior Designs and Sean from Thriftway for furnishing food for the Artist Hospitality Room. Thank you to Manny and his staff at the Convention Center for keeping things clean and running smoothly. And a special thanks to my staff for their countless extra hours they put in. We couldn't do without all of our sponsors either. Of course, my biggest thanks and congratulations goes to Kathy Alexander. This was true test to her abilities and she has provided us with a new standard of excellence!

Board of Directors

Board Business Councils

To ensure our board represents the entire business community, the RVCC Board is organized into business councils. Please feel free to contact your board council representative with ANY questions or comments.

Dr. Mike Elrod, President
Non-profit/Government Council
michael.elrod@enmu.edu

Freda McSwane, Past President
Professional Council
fredamc@yahoo.com

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Attractions Council
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Curtis Williamson
Restaurant Council
curtiswilliamson@windstream.net

Lydia Radosevich
Healthcare Council
575-257-1800

Advisory Council

L. Ray Nunley
Village of Ruidoso
LRayNunley@ruidoso-nm.gov

Betty Blair
Ruidoso Valley Greeters (08-09)
donandb@windstream.net

Dean Holman
City of Ruidoso Downs
deanholman@zianet.com

Charles Meeks
Inn of the Mountain Gods
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Kathy Alexander
Special Events Coordinator
kathy@RuidosoNow.com

Marney Moore
Business Manager
marney@RuidosoNow.com

Visitor Center
Information Specialists:
Barbara Snowden
Shannon Miller
Becky Brooks
Roxie Langford

info@RuidosoNow.com
Phone: 575-257-7395
Fax: 575-257-4693

New LIVE Ruidoso Web Cam!

www.ruidosowebcam.com

Also available on www.RuidosoNow.com



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