

APPLICATION INSTRUCTIONS

HOTEL OCCUPANCY TAX (HOT) FUNDS

FISCAL YEAR 2020 (October 1, 2020-September 30, 2021)

Eligible applicants are invited to submit their requests for funds in the required form.

Please limit your submittal to this form only. No other format will be accepted.

Please submit one (1) paper or electronic application to the following address:

Economic Development Director
Economic Development Dept.
500 E. San Antonio, Suite 312
El Paso, Texas 79901
Fax: (915) 546-2195
economicdevelopment@epcounty.com

By statute, HOT funds may only be used for out-of-town advertising that promotes tourism or for authorized historic preservation efforts. Applicants will be required to substantiate the number of tourists their event attracted.

This funding is available on a reimbursement basis. Applicants will be expected to submit invoices and proof of payment (i.e. canceled checks, bank statements, etc.) prior to receiving reimbursement.

Please attach to the application **two** budgets:

- 1) Organizational budget [label Exhibit A] **AND**
- 2) Event or Project budget [label Exhibit B].

Your event budget should reflect how you will utilize the County's HOT award in accordance with the statute.

*Submitted
01/12/21*

**APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS
FISCAL YEAR 2020 (October 1, 2020-September 30, 2021)**

Name of Organization: **Cultural Heritage Society of the Camino Real de Tierra Adentro**

Name of President/CEO/Executive Director or Authorized Person:
Al Borrego- President

Address **1501-C Main Street, San Elizario, TX 79849**

Telephone **915-851-0093**

Facsimile Number

Email for President, CEO/ED/Authorized Person, or Point of Contact for Organization
(required): **ab@alborrego.com**

Organization's Official Web Page: **www.CulturalHeritageSociety.com**

Is your organization: Non-Profit ☒ Private/For Profit ☐

Tax ID #: **85-4241683**

Entity's Creation Date: **12/11/2020**

Name of Activity or Event: **Annual Binational History Conference: The History that unites us.**

Date(s) of Activity or Event: **September 9-12, 2021**

Location of Activity or Event: **El Paso County (Mission Trail Corridor)**

Hotel Occupancy Tax Funds Request: **\$12,000.00**

The non-profit corporation, based in San Elizario, Texas, is organized for the educational purpose of researching, promoting, and preserving the historical and cultural significance of the Camino Real de Tierra Adentro and create a deeper understanding of the historical and cultural significance of communities along the route. These efforts shall instill local pride, encourage the preservation of historic sites and events, educate the general public, and enhance the value of historical cultural heritage along the route. The organization will actively organize, support, and engage in, projects for the advancement of Cultural Historical Research and Preservation; it will plan and conduct Community Educational Forums, Conferences, and Workshops; it will work with existing educational institutions, organizations, and agencies included but not limited to the city, state, and federal government; it will work in the area of economic development as a means of helping restoration, and cultural preservation initiatives that will improve the overall quality of life along the historic route.

Description of activity, event or scope of work and how it promotes tourism (100 words or less): The Annual Binational History Conference and Cultural Exposé. This annual conference focuses on the cultural heritage and historical value of the Camino Real de Tierra Adentro. The conference is a part of various international conferences along the 1600 mile royal highway. The conference is free to the public, with over 15 international speakers participating live and virtual. The conference is transmitted live via internet streaming. The Cultural Exposé provides the cultural and heritage tourism aspect by adding cultural entertainment, gastronomy, and artisanry, including workshops related to traditional cultural activities. The event is geared to the general public

Description of your regional or statewide advertising plan for activity or event (100 words or less):

The advertising for this event is an ongoing process. We continue to participate and support events along the Camino Real, promoting our history our region and our mission.

Throughout the year we are part pf radio programs, conferences, festivals, tv interviews, conferences, and more promoting the September events and history.

Media used: El Paso Times, West Texas County Courier, Camino Real Media, Spotlight magazine, Noticias 915, local radio history talk shows, TV channels, Visit El Paso and other platforms.

Websites: www.CulturalHeritageSociety.com ;
www.SanElizarioHistoricDistrict.com,

Texas Highway Travel Magazine, Border Heritage Magazine, Spotlight Magazine, Noticias 915, El Paso/Juarez Guide, Border Cluster Guide.

Social media presence online through various websites, facebook pages, Twitter, Instagram, Cultural Heritage Society TV (CHSTV) on youtube, and others.

Check which categories apply to this funding request, and amount requested under each category:

1. Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both

2. Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;
_____ **\$8,000.00** _____

5. Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
_____ **\$4,000.00** _____

Number of hotel nights the activity or event will generate: 20+ rooms X 3 nights: =60
(average: 2 per room) 40pp in hotel rooms. Host Hotels will be announced when location is confirmed.

Number of estimated attendees activity or event will attract: 2,000 + Virtual _____

How will hotel bookings be measured? Host Hotel registration + in house questionnaires _____

List of activity or event partners: **City of San Elizario, (CARSO) Carlos Slim Foundation, (INAH) Instituto Nacional de Antropologia y Historia (MX), San Elizario Historic District Association, El Paso County Historical Commission, Camino Real de Tierra Adentro Binational Committee, Sociedad Paso del Norte para la Cultura e Historia, Texas Historical Commission, Humanities Texas Council, Camino Real de Tierra Adentro Association, Ysleta del Sur Pueblo, Sister Cities International, San Elizario ISD, National Park Service, El Paso Sheriffs and Constables Dept., Authority of the Central Historic District in Mexico City, City of Socorro, New Mexico, El Paso Community Foundation, Mary Gonzalez State Rep.office, Mission Trail Association, Familias Triunfadoras Org, Binational Tourism Connection, San Elizario Presidio Chapel and others.**

What other cash or in-kind resources are committed to the activity or event?

Inkind: volunteer hrs 5000+

Donations/Inkind: \$10000+ anticipated

Grant (Humanities Texas): \$5000 anticipated

CASH: Fund Raiser: \$2,000 anticipated

Please attach to the application two budgets: 1) an organizational budget [labeled Exhibit A] and 2) an event budget [labeled Exhibit B].

Exhibit A:

Attached

Exhibit B:

Conference/Exposé Event Budget:

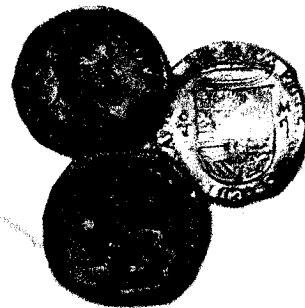
Promotion/Advertising	1500.00
Facility Rental, staffing and security	2000.00
Staging Equipment & Sound Rentals	1500.00
Entertainment/Specialized Talent	2000.00
Live Streaming/ Translation equipment/service	5000.00
Total	12,000.00

THE CULTURAL HERITAGE SOCIETY OF THE
CAMINO REAL DE TIERRA ADENTRO
Presents the Annual

Binational HISTORY CONFERENCE

Simultaneous Translation Service Available

LIVE STREAMING LIVE
www.CulturalHeritageSociety.com/CHSTV



• **BINATIONAL HERITAGE TOURISM**

A visit to our sister city, Ciudad Juarez, MX, starting with morning presentations and followed by a history tour

• **TRIBES OF THE CAMINO REAL**

Meet the Ysleta del Sur Pueblo from El Paso, Tx and the Raramuri tribe from Chihuahua, Mexico

• **CAMINO REAL CONNECTIONS**

Sister Cities of the Camino Real de Tierra Adentro Project

• **CAMINO REAL WORLD HERITAGE**

Binational progress with the UNESCO nomination process

• **GASTRONOMY OF THE CAMINO REAL**

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• **CULTURE OF THE CAMINO REAL**

Presenting Music, Dance, Theater, Art, Food, and Crafts of the Camino Real



Information:
915.851.0093

www.CulturalHeritageSociety.com

Cultural
Exposé
DANCE • ART • FOOD • CRAFTS • MORE

2021
SEPTEMBER
9-12



IRS DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Date of this notice: 12-11-2020

Employer Identification Number:
85-4241683

Form: SS-4

Number of this notice: CP 575 A

CULTURAL HERITAGE SOCIETY OF THE
CAMINO REAL DE TIERRA ADENTRO
151 S MOON RD
EL PASO, TX 79927

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 85-4241683. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 1120

04/15/2021

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

IMPORTANT INFORMATION FOR S CORPORATION ELECTION:

If you intend to elect to file your return as a small business corporation, an election to file a Form 1120-S must be made within certain timeframes and the corporation must meet certain tests. All of this information is included in the instructions for Form 2553, *Election by a Small Business Corporation*.

Corporations Section
P.O.Box 13697
Austin, Texas 78711-3697



Ruth R. Hughs
Secretary of State

Office of the Secretary of State

CERTIFICATE OF FILING OF

Cultural Heritage Society of the Camino Real de Tierra Adentro
File Number: 803858997

The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Nonprofit Corporation has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 12/11/2020

Effective: 12/11/2020



A handwritten signature in black ink, appearing to read "Ruth R. Hughs".

Ruth R. Hughs
Secretary of State

Phone: (512) 463-5555
Prepared by: Carol Covey

Come visit us on the internet at <https://www.sos.texas.gov/>

Fax: (512) 463-5709
TID: 10306

Dial: 7-1-1 for Relay Services
Document: 1013035120002



March 18, 2021

Mr. Al Borrego, President
Cultural Heritage Society of the Camino Real de Tierra Adentro
ab@alborrego.com
www.CulturalHeritageSociety.com

Dear Mr. Borrego,

As Chair of the El Paso County Historical Commission, I am thrilled that the Cultural Heritage Society of the Camino Real de Tierra Adentro has stepped forward to present the Annual Binational History Conference, scheduled to take place September 9 – 12, this year. The EPCHC is proud to have been involved with the indispensable work of the conference for the past seven years, and it gives me great pleasure to have been invited to work with your knowledgeable team yet again.

The goal of the conference – emphasizing the research, promotion, and preservation of the historical and cultural significance of the Camino Real de Tierra Adentro and the communities along its route - ties in directly with the EPCHC's educational mission, and the conference has always been the epitome of local efforts in this area. Besides educating our local populace and instilling civic pride in the immeasurable history of our area, the conference also serves as window into our community for visitors from around the globe, both virtually and – hopefully in the near future – in person.

Providing free access to simultaneous translation services for the conference clearly enhances its bi-national appeal, as does the emphasis on following all CDC guidelines. Broadcasting the conference through Live Streaming on the CHSTV platform broadens the potential audience even further, and reinforces the inclusive nature of the conference.

In summary, I wish to again offer my support for the efforts of the Cultural Heritage Society of the Camino Real de Tierra Adentro in any way possible to once again present a successful Annual Binational History Conference.

Sincerely,

Barbara Welch
El Paso County Historical Commission, Chair

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LIVE
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DANCE • ART FOOD • CRAFTS • MORE

2021
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TEXAS HOUSE *of* REPRESENTATIVES

Mary E. González

State Representative, District 75

March 9, 2021

Mr. Al Borrego

President

Cultural Heritage Society of the Camino Real de Tierra Adentro

151 S. Moon

El Paso, TX 79927

RE: Cultural Heritage Society of the Camino Real de Tierra Adentro

Dear Mr. Borrego:

As State Representative and proud native of the area, I am writing to express my enthusiastic support for Cultural Heritage Society of the Camino Real de Tierra Adentro and their Annual Binational History Conference scheduled on September 9-12, 2021.

This conference will enhance and reinforce the successful coordination the society's team has accomplished in presenting this event the last seven years. The focus of the conference, researching, promoting and preserving the historical and cultural significance of the Camino Real de Tierra Adentro, emphasizes and highlights the pride that has been instilled in the local community. In turn, the commitment to the preservation of the historic events and sites along this trail, helps to educate visitors and therefore enhance and support the historical richness along this route.

The supplemental benefit of simultaneous translation service, free of charge to attendees, the following of CDC guidelines and broadcast via Live Streaming, is a tribute to the dedication and commitment of the Society to the success of this event.

I am pleased to support the efforts of the Cultural Heritage Society of the Camino Real de Tierra Adentro in the planning, development and delivery this conference may provide.

Sinceramente,

A handwritten signature in cursive script that reads "Mary E. González".

Mary E. González

Texas State Representative