

City approves Lodgers' Tax Grant for Balloon Rally, Friends of Hubbell Auctions

Written by By Cody Begaye Sun Correspondent
Friday, 12 October 2018 08:25



The Gallup City Council discussed several grant awards from the Lodgers' Tax Grant, which supports tourism and events, at the Oct. 9 regular meeting.

The Red Rock Balloon Rally Association would receive an additional \$35,000, and the Friends of Hubbell Native American Art Auctions would receive an additional \$4,100.

As of Sept. 26, there was \$143,445 available for grants in city funds.

City Tourism and Marketing Manager Jennifer Lazarz spoke for the item. She said Balloon Rally funding was increased in order to grow the event. The available funds had been stagnant for nearly 20 years, she said.

"They want to target crews and crew opportunities," Lazarz said when asked about what specific growths were planned.

She said the city would formulate a social-media campaign to attract crews for the rally across the Southwest.

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An estimated 11,000 people are expected to attend the Balloon Rally from Nov. 30 - Dec. 2.

The event is anticipated to cost around \$75,000, with \$35,000 from the Lodgers' Tax Grant and additional funds from local sponsorships. The Balloon Rally received \$25,000 in Lodgers Tax monies last year.

Meanwhile, the Friends of Hubbell Native American Art Auctions, a first-time recipient of the grant, expects to spend about \$12,500 with \$4,100 from the Lodgers' Tax Grant and additional funds from the auction revenues.

Lazarz said artists from throughout the region participate in the auction.

The item was approved with a 4-0-1 vote.

By Cody Begaye

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