

EL PASO COUNTY COMMISSIONERS
Report on the Use of Hotel Occupancy Tax Funds
January 1, 2011 – March 31, 2011

Name of Organization – Concordia Heritage Association, Inc. (Non-profit 501c3)

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Name of Activity: Preservation, restoration, beautify and secure Concordia Cemetery, a Texas State Historic Cemetery

Dates of Activities/Events:

Weekly (Wednesday and Saturday mornings (7 a.m. – 11 a.m.) clean up and preservation efforts of 52-acre cemetery; removing weeds and grass in partnership with West Texas Corrections and Community Supervision Department's County Probationers/Community service, plus landscape and property improvement projects (average number of workers 75-150 each work day).

January 8, 2011 – Paso Del Norte Paranormal/CHA Ghost tour – 13 attendees.

January 9, 2011 – Cemetery tour, Convention of Gold Prospectors . Edmund, Oklahoma - 5 attendees.

January 10, 2011 – El Paso County Historical Commission – 15 attendees

January 11, 2011 – Cemetery interview and tour, *El Paso Times* – 2 attendees

January 11, 2011 – Cemetery tour, Nickel Creek, Texas – 2 attendees

January 12, 2011 – Westside Welcome Club program – 88 attendees

January 13, 2011 – El Paso Genealogy Society – 10 attendees

January 15, 2011 – *El Paso Times* , featuring *True West Magazine* award 2010, 2011. (Regional New Mexico coverage to Ruidoso, Carlsbad, Roswell, Silver City, Alamogordo, Las Cruces, Deming, plus Sierra Blanca and Van Horn. Circulation 73,204.

January 17, 2011 – Gadsden Retired Educators, Dos Lagos, Anthony, New Mexico. 12 attendees

January 21, 2011 – Rio Grande Chapter of Daughters of Republic of Texas – 21 attendees

January 21, 2011 – El Paso Corral of Westerners – 35 attendees

January 22, 2011 – Cemetery tour , California & Tennessee – 2 attendees

January 24, 2011 – Cemetery tour , Ohio – 2 attendees

January 26, 2011 – Rio Norte Estates program – 15 attendees

January 27, 2011 - National Clear Channel radio coverage on “Doug Stefan Radio Show”.

February 1, 2011 – THC Grant workshop – 10 attendees

February 5, 2011 - KTSM Radio Leon Metz History Show

February 10, 2011 – El Paso Genealogy Society – 12 attendees

February 12, 2011 – Baird family reunion and tour at Cemetery, Alamogordo, New Mexico, Midland, Texas, Utah , El Paso, Texas – 14 attendees.

February 14, 2011 – El Paso County Historical Commission – 21 attendees.

February 16, 2011 – Media Coverage on TV KVIA, KTSM, KFOX regarding Cemetery tours.

February 18, 2011 – Rio Grande Chapter of Daughters of Republic of Texas – 23 attendees

February 18, 2011 – El Paso Corral of Westerners – 30 attendees

February 20, 2011 – Cemetery tour, Austin, Texas – 2 attendees

February 21, 2011 – Gadsden Retired Educators, Dos Lagos, Anthony, New Mexico, 10 attendees

February 26, 2011 – Mormon LDS Genealogy Workshop – 35 attendees

February 26, 2011 – KTSM Radio “Leon Metz History Show”

March 2, 2011 – Texas State Historical Society Welcome program – 200 attendees

March 3-5, 2011 - Texas State Historical Society Convention – 700 attendees

March 5, 2011 – Arcadia Publishing “Concordia Cemetery” book contract signed.

March 5, 2011 – Luling, Texas Cemetery tour – 3 attendees

March 5, 2011 – Paso Del Norte Paranormal/CHA cemetery “Texas Independence” Ghost tour – 12 attendees

March 7, 2011 – El Paso Times interview regarding Daylight Savings change and effect on Concordia Cemetery visitors, circulation 73,204.

March 9, 2011 – Westside Welcome Club program – 165 attendees

March 11, 2011 – Tumbleweeds Times interview regarding legacy of the Ascarate Stephenson family and Concordia Cemetery, circulation .

March 12, 2011 – Columbus, New Mexico, Camp Furlong Days and anniversary of Pancho Villa’s Raid on Columbus March 9, 1916 – 400 attendees.

March 12, 2011 – AAWW program – 20 attendees

March 14, 2011 – El Paso County Historical Commission – 25 attendees

March 18, 2011 – El Paso Corral of Westerners – 35 attendees

March 25, 2011 – Alzheimer’s Fundraiser – 150 attendees

March 22, 2011 – Tiny Texans program – 15 attendees

March 23, 2011 – Cemetery Tour and interview with Ross Elementary School Student – 2 attendees.

March 26, 2011 – Kids Palooza program – 365 attendees

March 15-30, 2011 – Mormon Section improvement project with Eagle Scout and volunteers from Franklin Mountain Mormon LDS, Fort Bliss soldiers – 35 attendees

Amount of Hotel Occupancy Tax Fund Award - \$45,000

Amount of Hotel Occupancy Tax Fund reimbursed - \$ \$20,782.61

Activity, outcome of work:

Coordinated West Texas Adult Probationers work assignment with supervisors, Wednesday and Saturday mornings each week.

Raised and leveled over 400 tombstones.

Raised and leveled over 40 large tombstones, using A-frame hoist equipment.

Removed over 100 frozen cacti.

Trimmed close to 150 trees and shrubs.

Removed 20 dead trees.

Transplanted 300 cacti through the 52 acres and inside perimeter of the cemetery.

Irrigated shrubs and landscape twice weekly.

Removed 80 cubic yards of trash weekly

Cleaned outside perimeter of Cemetery (Stevens, Boone, Yandell and Gateway West.

Refurbished wooden benches, and painted benches.

Fabricated and welded metal frames for County Rules & Procedures signs.

Installed County Rules and Procedures signs – Buffalo Soldier gate entrance on Stevens, Boone Street gate entrance, Yandell street entrance at Chinese /Hardin area.

Completed cement curbing around the Buffalo Soldiers Memorial Monument.

Started laying bricks on top of the curbing around Buffalo Soldiers Memorial Monument.

Performed maintenance on all weed eaters, lawnmowers, garden tools, small tools and other miscellaneous tools.

Repaired leaks in the Cemetery irrigation system

Leveled all roads.

Coordinated maintenance projects for Masonic Lodge 130 and Oddfellows Cemeteries with new coordinator following death of Mr. Val Medina, former coordinator.

Cleared weeds and debris in Chinese Cemetery.

Cleared weeds and debris in French Cemetery.

Coordinated plans for French Cemetery project of closing Stevens gate, relocating gate inside wall near Cleveland Square Remains

Repaired wind-damaged frames of County Rules and Procedures at Boone entrance and Buffalo Soldier entrance.

Purchased speed limit signs (5 MPH) for entrances at Boone and Yandell.

Administered first aid and medical for injured worker.

Description of impact of advertising plan and how it was measured:

Tourism programs promoting the Cemetery to schools, civic and community organizations, regional living history functions - **962**

Cemetery tours to visitors and out of town tourists - **33**

Researched requests for grave locations **16**

Published and mailed “*Grave Concerns*” newsletter to local and out of town members January, February and March – **120** each month

Secured donations through programs, performances, cemetery tours, dues, research, ghost tours, Buffalo Soldier Memorial Monument **\$1845**.

Provided media data to *True West Magazine* March, 2001 – **44,000** circulation; regional publicity of *El Paso Times*, circulation **73,400 (January and March)**; KTSM Radio, Clear Channel Radio, TV KTSM, KVIA, KFOX

Website visitors: **8,430**.

Documented daily visitors (Fidelis Protective Services): **1393**.

Number of location of hotel nights activities or event generated –

March 3-5, 2011 – Texas State Historical Society at Camino Real Hotel – 700 attendees

January 6-9, 2011 – Association of Gold Prospectors – Best Western – 5 individuals .

February 11-12, 2011 - Baird family reunion – La Quinta Motel (2) from Midland, Texas; Best Western (4) from Utah.

Activity or event partners:

- (1) West Texas Corrections and Community Service Adult Probation workers – **2186 probationers** January – March, 2011, **total hours 13,742.25** for quarter, valued at \$7.25 per hour in-kind donation of **\$99,631**.

Source and in-kind donations:

Concordia Heritage Association does not have a paid staff to carry out the goals of the Association. Volunteers perform all planning, meetings, reports, activities and fund raising events, donating approximately thousands of hours annually. Board meetings are held monthly the third Thursday, except December. CHA Volunteer hours for January 1 – March 31, 2011: **2046 total hours, valued at \$20.26 per hour, in kind donation of \$41,431.**

Fundraisers such as tours, performances, donations, dues, research, ghost tours, Buffalo Soldiers Memorial Monument, grants, Secret Society of John Wesley Hardin income for this period: **\$1845**.

Community Partners:

- (1) Eagle Scout from Franklin Mountain LDS Stake project of Mormon Cemetery Section restoration: 35 volunteers, approximately 500 hours
- (2) Buffalo Soldiers Motorcycle Club raised and lowered flags at Buffalo Soldier Monument each weekend and holiday: 30 hours.
- (3) Six Guns and Shady Ladies, Wild West re-enactors donated hours for events: 300 hours.
- (4) El Paso County Historical Commission assisted in preservation matters.
- (5) Masonic Lodge 130 donates meeting site for Probationers and supervisors each Wednesday and Saturday Morning weekly.
- (6) Paso del Norte Paranormal Society donates ghost tour advertising and conducts ghost tour 1st Saturday monthly .

- (7) Radio KTSM Radio promotes Concordia Cemetery and CHA each Saturday on Leon Metz Polk History Show.
- (8) Security and documentation of daily visitors at Concordia Cemetery by Fidelis Protective Services

Award: Texas Historical Commission “RIP Guardians of Concordia Cemetery” 2010 volunteer hours 5362.

PERFORMANCE MEASURES

January 1 – March 31, 2011

Number of CHA Volunteer Hours this period: 2046, YTD 2906
Number of Community Partner Hours – 13,742, YTD 27,507
Number of Requests for grave site location and information – 16, YTD 31
Number of daily visitors (monitored by Fidelis Security) – 1393, YTD 3872
Number of landscaping projects undertaken – 24, YTD 36
Number of tourists visiting the cemetery – 190, YTD 620
Number of attendees in programs, performances – 962, YTD 3154
Number of website visitors: 8,430, YTD 19,465

Respectfully Submitted,

Patricia Bevel Kidney
President, Concordia Heritage Association
www.concordiacemetery.org
May 10, 2011 File: HOTX2nd.2011