

**EL PASO COUNTY COMMISSIONERS**  
**Report on the Use of Hotel Occupancy Tax Funds**  
**April 1, 2011 – June 30, 2011**

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

President: Patricia Bevel Kidney

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Address of Organization and Web mail: P. O. Box 3153, El Paso, Texas 79923,  
[www.concordiacemetery.org](http://www.concordiacemetery.org)

Name of Activity: Preservation, restoration, beautify and security of Texas State Historical Concordia Cemetery.

Dates of Activities/Events:

Weekly (Wednesday and Saturday mornings (7a.m.-11 a.m.) clean up and preservation efforts of 52-acre cemetery; removing weeds and debris 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).

April 2, 2011 – Armendariz School interview for student paper – 2 attendees

April 2, 2011 – Paso Del Norte Paranormal Society/CHA ghost tour, 34 attendees

April 7, 2011 – Capistrano School with Harvey Girls at Union Station, 25 attendees

April 16, 2011 – Texas State Teachers Conference, 200 attendees

April 11, 2011 – El Paso County Historical Commission, 15 attendees

April 14, 2011 – El Paso Genealogical Society, 10 attendees

April 16, 2011 – Eagle Scout signoff on Mormon Section project, 4 attendees

April 18, 2011 – Gadsden Retired Educators, Dos Lagos, Anthony, New Mexico, 18 attendees

April 20, 2011 – Interview and tour of La Tribuna Hispana USA, Reporter in Chief, New York City, sponsored by El Paso Convention & Visitors Bureau – 4 attendees

April 23, 2011 – Ham & Deen Underwood dedication of “General Ignacio Bravo” and “Little Joe Hendricks” headstones, 15 attendees

April 30, 2011- San Elizario ‘First Thanksgiving’ Festival, 200 attendees

May 4, 2011 – Texas Historical Commission workshop “Markers and Historic Cemeteries” – 10 attendees

May 5, 2011 – Museum of History, Railroad History and Harvey Girls, 15 attendees

May 6, 2011 – Mission Trails school Tour for Gifted & Talented, 35 attendees

May 7, 2011 – Paso Del Norte Paranormal Society/CHA ghost tour, 15 attendees

May 7, 2011 – National Train Day, Las Cruces, New Mexico, 400 attendees

May 7, 2011 – National Train Day, El Paso Union Station, 200 attendees

May 9, 2011 – El Paso County Historical Commission, 18 attendees

May 12, 2011 – El Paso Convention & Visitors Bureau “Spirit of Amigo” trade show, 325 attendees

May 13, 2011 – Northeast Christian Academy Country Fair, 150 attendees  
 May 15, 2011 – El Paso County Historical Society, “Dolly Dingle Tea Party”, 150 attendees  
 May 20, 2011 – Downtown Lions Club, 37 attendees  
 May 21, 2011 – Armed Forces Day, Fort Bliss, Texas, 100 attendees  
 May 21, 2011 – Sunset Heights Tour of Historic Homes, 215 attendees  
 May 22, 2011 – El Paso Historical Society, “Fort Quitman, Buffalo Soldiers”, 15 attendees  
 May 24, 2011 – Club Friendship, St. Paul’s Methodist Church, 45 attendees  
 May 26, 2011 – Rotary Club of Franklin Mountains, 18 attendees  
 May 28, 2011 – Tularosa Basin Historical Society, Alamogordo, N.M., 2 attendees  
 May 29, 2011 – Railroad History and Chinese History, El Paso and Concordia Cemetery, 15 attendees  
 May 30, 2011 – Memorial Day Observance, 136 flags placed at veterans graves from Civil War, Indian Wars, Spanish-American War, World War I, World War II, Korean and Vietnam conflicts, along with Black Masonic Lodge, 25 attendees  
 May 31, 2011 – Montwood Middle School tour of Cemetery, 110 attendees  
 June 2, 2011 – Montwood Middle School tour of Cemetery, 105 attendees  
 June 3, 2011 – Eagle Scout Court of Honor for M. Soderborg’s “Mormon Cemetery restoration project”, 35 attendees  
 June 4, 2011 – Paso Del Norte Paranormal Society/CHA ghost tour, 27 attendees  
 June 4, 2011 – KTSM Radio “Leon Metz History Show”  
 June 9, 2011 – Guadalupe National Park/Culberson County Welcome, Nichol Creek, Texas, 100 attendees  
 June 13, 2011 – El Paso County Historical Commission, 21 attendees  
 June 15, 2011 – Rotary Club of Franklin Mountains, 32 attendees  
 June 21, 2011 – Eagle Scout K. Good project proposal, 4 attendees  
 June 24-25, 2011 – Paternoster Family Reunion, 55 attendees  
 June 26, 2011 – Railroad History and Harvey Girls, 45 attendees  
 June 29, 2011 – Rotary Club of Franklin Mountains regarding grant application for interpretative sign at Grand Old Army Veterans plot, 4 attendees

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

Amount of Hotel Occupancy Tax Fund spent - \$41,917.11

Activity, outcome/scope of work:

- (1) Coordinated West Texas Adult Probationers work assignments with supervisors, Wednesday and Saturday a.m. each week. Probationers/community service workers :
  - Cleaned weeds and debris
  - Trimmed dead trees and shrubs
  - Watered vegetation throughout Cemetery.
  - Watered vegetation outside perimeter of Cemetery (Boone, Gateway West, Stevens and Yandell streets)
  - Cleared dead vegetation

Painted wooden benches throughout Cemetery  
Painted two cement benches at John Wesley Hardin's gravesite  
Empted trash into dumpsters  
Cleared weeds from Chinese Cemetery  
Trimmed Texas Sage bushes  
Buffalo Soldier Memorial area – beautifying curbing inside Cemetery with placement of bricks  
Performed preventative maintenance on small engines equipment  
Continued with headstone replacement project .  
Removed 22 large trees damaged from Freeze in February  
Repaired water irrigation lines  
Provided cement base for private individual's gravesite

(2) Fidelis Protective Services investigated incidences of" voodoo items left with names, photos and items; missing portajon; vandalism of water spigot and loss of water; and one dozen headless chickens scattered through Cemetery.

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 to 3,617 individuals.  
Cemetery tours to visitors and out of town tourists of 1670 individuals.  
Researched 31 grave location queries.  
Published and mailed monthly "Grave Concerns" newsletters April, May and June – 120 each month.  
Secured Donations through programs, performances, cemetery tours, dues, research, ghost tours, Buffalo Soldier Memorial Monument of \$3010.  
Provided media coverage through KTSM Radio, El Paso Times, La Tribuna Hispana, El Paso Inc.

Hotel nights generated:

April 14-16, 2011 - Texas State Teachers Convention at Camino Real Hotel , 200 attendees  
June 26-27, 2011 – Paternoster family reunion, various location

Activity, event, community partners:

- (1) West Texas Corrections and Community Supervision Adult probation workers Wednesday and Saturday mornings 7 a.m. – 11 a.m.
- (2) Eagle Scout M. Soderborg from Franklin Mountain LDS Stake
- (3) Eagle Scout K. Good
- (4) Buffalo Soldiers Motorcycle Club
- (5) El Paso County Historical Commission
- (6) Six Guns and Shady Ladies, Wild West re-enactors
- (7) Masonic Lodge 130
- (8) Chinese Benevolent Society
- (9) Fidelis Protective Services
- (10) Paso Del Norte Paranormal Society

- (11) KTSM Radio, “Leon Metz Radio History Show”
- (12) Rotary Club of Franklin Mountains
- (13) Hamilton and Deen Underwood

Source and amount of cash or in-kind resources from Community partners:

- (1) West Texas Corrections & Community Supervision Adult Probation Community Service workers: **16,693 hours valued at \$7.25 per hour, in-kind donation \$121,024.25**
- (2) Eagle Scout M. Soderborg Franklin Mountain LDS Stake – Mormon section with donations of \$1200 for rocks, screening, desert friendly plants; **500 hours, 35 volunteers – in kind donation of \$6225.00**
- (3) Eagle Scout K. Good – restoration and replacement of internal street signs, **20 hours, 4 volunteers – in kind donation \$375.**
- (4) Buffalo Soldiers Motorcycle Club – raised and lowered flags at Buffalo Soldier Memorial Monument weekends and holidays, **40 hours, in-kind donation of \$810.00**
- (5) El Paso County Historical Commission in preservation advice and support, **\$2,100.99 donation** of CHA tourism rack cards
- (6) Six Guns & Shady Ladies, Wild West Re-enactors donated approximately **400 hours, in-kind donation of \$8,100.**
- (7) Masonic Lodge 130, donation of use of Pavilion for probation workers check in and check out, plus storage space in the Masonic storage building for CHA brochures, supplies and ATV
- (8) Chinese Benevolent Society donation of hours planning Chinese Memorial Pagoda, **10 hours. In-kind donation of \$200.**
- (9) Fidelis Protective Services donated over **40 volunteer hours of filing and securing El Paso Police Dept. reports involving voodoo, witchcraft and vandalism.**
- (10) Paso Del Norte Paranormal Society donated advertising and conducting of monthly ghost tours **30 hours, in-kind donation of \$607.50.**
- (11) KTSM Radio, “Leon Metz History Show” donated **airtime** advertising CHA activities and reports.
- (12) Rotary Club of Franklin Mountains sponsored grant application for interpretative sign , value of **\$1300.**
- (13) Hamilton and Deen Underwood donation of two headstones for “General Ignacio Bravo” and Little Joe Hendricks, **value of \$300.**

Source and in-kind donations Concordia Heritage Association

Concordia Heritage Association does not have a paid staff to carry out the goals of the Association. Vounteers perform all planning, meetings, reports, activities and fund raising events, donation thousands of hours annually. Board meetings are held monthly, the third Thursday monthly except December. CHA Volunteer hours this period: **3138 hours, \$20.25 value, in-kind donation of \$63,544.50.**

Fundraisers such as tours, performances, donations, dues, research, ghost tours, Buffalo Soldier Memorial Monument, grants: **\$3010.00**

Community Partners and in-kind donations (see above).

PERFORMANCE MEASURES

April 1, 2011 – June 30, 2011

Number of CHA Volunteer Hours this period: 3138, YTD 6044

Number of Community Partner Hours – West Texas Adult Probationers: 16,693/YTD 44,200

Number of Requests for grave site location and information: 31/YTD 62

Number of daily visitors (monitored by Fidelis Protective Servs): 1433/YTD 5305

Number of landscaping projects undertaken: 22/YTD 52

Number of tourists visiting the cemetery: 237/YTD 857

Number of attendees in programs, performances: 3617/YTD 6771

Number of website visitors- YTD 19,465

Respectfully Submitted:

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