

Colfax County



LODGERS TAX PROJECTS GRANT APPLICATION

APPLICATION FOR REQUESTING FUNDING FOR PROJECTS

1. Complete Project Narrative:

(Provide a complete description of the project, including how this project will bring people into the County.)

2. List the objective for your project.

3. Describe how this project promotes Colfax County as a destination which results in overnight stays that include other revenue generating activities in the community.

4. Describe how this project enhances future promotion of the County as a destination.

5. List any partners who will provide funding for your project

Partner Name	Partner Contribution
	\$
	\$
	\$
	\$

6. Provide a detail cost breakdown for the cost of the Project
(Attach a copy of budget, pro-forma, or other financial information)

Printed Name

Signature

Three written bids will be required for all projects over \$5,000.00

Colfax County



LODGERS TAX PROJECT GRANT COVER SHEET

(Turned in with application 45 days prior to project)

PROJECT TITLE	
FUNDING REQUESTED	
BRIEF PROJECT NARRATIVE:	

PROJECT START DATE

PROJECT COMPLETION DATE

Requesting Entity	
Street Address	
City, State, Zip	
Project Organizer Contact Person	
Phone Number	
Project Organizer E-mail	
Is the project Non-Promotional	Yes or No
Authorized Requestor	Date Signed:

Printed Name

Signature

FOR USE BY THE COUNTY ONLY

Total Funding Requested	\$
Eligible for Lodgers Tax Funding	YES or NO
Funding Approved by Lodgers Tax Committee	\$

EVALUATION FORM 1 of 2

LODGERS' TAX SUMMARY REPORT
(Turn in no later than 45 days after project completion)

Contact Information

Entity Name (As listed on W9)	
Project Name	
Project Date(s)	
Project Organizer Name & Title within Organization	
Phone Number of Project Organizer	
Email of Project Organizer	
Project Location(s)	

Results

Number of tourists your project attracted, (excluding volunteers and staff)	
Number of volunteers/staffs completing your project	

Specify OTHER revenue sources contracted

Name of Business/Organization	Amount Awarded	Date Funding Awarded

EVALUATION FORM 2 of 2

LODGERS' TAX SUMMARY REPORT

(Turn in no later than 45 days after project completion)

1. How did you calculate the project expenses?

2. Describe the project expenses and how the funds were used to achieve it:

3. Describe the projects impact on businesses and residents located in Colfax County:

Signature of person completing evaluation: _____ Date: _____

Failure to submit an evaluation form and 3 high resolution photos (of the project) may result in denial of future requested funding.

Post-Project Form 3

EXPENDITURES REPORT

**COLFAX COUNTY LODGERS TAX FUND FINAL REPORT
(Turn in no later than 45 days after project completion)**

Name: _____ Report Date: _____

Contact Name: _____ Contact #: _____

Address: _____ E-Mail: _____

Name of Business/Organization	Amount Awarded	Date Funding Awarded

<u>Date Submitted for Payment</u>	<u>Vendor Name</u> Attach copy of Business Invoice	<u>Product</u> Attach proof of Service/Product	<u>Purpose</u> Describe	<u>Amount of Invoice</u>	<u>Date Paid</u> Proof of Payment

NOT COVERED

Lodger's Tax will not cover:

- Item submissions such as time to download or upload materials for any services, rent, fences, entertainment, announcers, volunteers, etc. These are the item submission costs which made the actual project happen in the first place.
- Food of any kind or substance including bottled water for participants, staff, or volunteers.
- Event or Project Decorations which include anything used to make something more attractive or festive. These could be fireworks, goodie bags, awards, trophies, or thank-you gestures. A decoration can also be a medal or award conferred as an honor.
- Video production for advertising or marketing purposes. Only the distribution expenses of the video will be considered allowable expenses through Google, Social media, or a digital placement contract with an outside vendor.
- ***Sponsor banners with the Establishment's logo. The only permitted banner is a banner that ONLY uses the Colfax County logo, but no other businesses or sponsors logo will be permitted.***
- Website construction/maintenance: Lodgers' Tax does not cover the construction of a website. Lodger's Tax **DOES** cover the social media or digital marketing required to draw traffic to a website. The website is an extension of the proposed business- we cover what you do to drive traffic to the business. For example: Google ads or other forms of advertisement on social media would be covered.
Items added which were **not** included in the County's **Approved** Funding Application.
- Any project or event costs which were not included in the original application approved by the Colfax County Lodger's Tax Advisory Board and the Colfax County Board of Commissioners.

If you have any questions regarding expenditures being an appropriate use of Lodger's Tax revenue, please contact:

County Manager Monte Gore (575) 445-9661 mgore@co.colfax.nm.us

Lodger's Tax Clerk Tina Colangelo @ (575) 445-9661 tcolangelo@co.colfax.nm.us

Colfax County



LODGERS TAX PROJECT GRANT APPLICATION

ELGIBILITY

- Only projects occurring in the unincorporated portion of the County are eligible for County Lodger Tax funds and as per Colfax County Ordinance NO. 2019-02 (Amended) Section 5 (B). Three written bids will be required for all projects over \$5,000.00
- An organization may have a worthy community project, however, if the project does not promote tourism or tourist attractions, the organization will not qualify for Lodgers Tax Funds. The end goal should be to promote and strengthen the tourism economy of Colfax County.

SUBMISSION REQUIREMENTS

- Any questions about the Application should be addressed to the County Manager by phone at (575) 445-9661 or the Lodger’s Tax Clerk.
- All Lodgers Tax Grant requests must be in the format as shown in this application. Failure to complete the application in its entirety will automatically disqualify the request.
- The original Application must be submitted to the County Manger’s Office, P.O. Box 1498, Raton, New Mexico 87740.
- Application will be reviewed at the Regular Meeting of the Lodgers Tax Advisory Committee. Application must be present at the meeting for their application to be considered at the meeting and the Lodger’s Tax Funding Guide must be signed and dated by all Applicants.

For Lodger’s Tax Advisory Board Use Only

PRIORITY #	#
AMOUNT TO BE RECOMMENDED TO COUNTY COMMISSION	\$

Title/Position

APPROVED IN LODGER'S TAX ADVISORY COMMITTEE MEETING THE ____ DAY OF _____.

Witness my hand and seal on this ____ day of _____, 2022.

**LODGER'S TAX ADVISORY BOARD
COLFAX COUNTY, NEW MEXICO**

**STATE OF NEW MEXICO
COUNTY OF COLFAX**

The foregoing instrument was signed and acknowledged before me this ____ day of _____, 2021, by _____.

(SEAL)

Notary Public
My Commission Expires: _____

This guide and application have been PASSED, APPROVED AND ADOPTED ON THE ____ day of _____, 2022, and SHALL TAKE EFFECT ON _____, 2022.

**BOARD OF COMMISSIONERS OF
COLFAX COUNTY, NEW MEXICO**

Chairman

Vice-Chairman

Member

ATTESTED

Clerk of the Board