

Colfax County



LODGERS TAX APPLICATION

APPLICATION FOR REQUESTING FUNDING FOR ADVERTISING, PUBLICIZING, AND PROMOTING TOURIST-RELATED FACILITIES, ATTRACTIONS, AND TOURIST-RELATED EVENTS

1. Narrative:

(Provide a complete description of how the tourist-related facility, attraction, or event and how the requested funding amount will bring people into the County.)

2. List the objective for your tourist-related facility, attraction, or event.

3. Describe how the tourist-related facility, attraction, or event promotes Colfax County as a destination which results in overnight stays that include other revenue generating activities in the community.

4. Describe how the tourist-related facility, attraction, or event enhances future promotion of the County as a destination.

5. List any partners who will provide funding for your tourist-related facility, attraction, or event.

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

6. Provide a detail cost breakdown for the cost of the tourist-related facility, attraction, or event.

(Attach a copy of budget, pro-forma, or other financial information)

Printed Name

Signature

Pre-Facility, Attraction, or Event Form 1

Organization Information

CONTACT AND FACILITY, ATTRACTION, OR EVENT INFORMATION

(Turned in with the application 45 days prior to event)

Contact Information

Organization Name (As listed on W9)	
Facility, Attraction, or Event Name	
Event Date(s)	
Facility, Attraction, or Event Organizer Name & Title within Organization	
Phone Number of Organizer	
Email of Organizer	
Facility, Attraction, or Event Location(s)	

Expected Results

Number of participants at your facility, attraction, or event (excluding volunteers and staff)	
Number of volunteers/staffs at your facility, attraction, or event	

Specify OTHER revenue sources expected to be contracted

Name of Business/Organization	Amount Awarded	Date Funding Awarded

Pre-Facility, Attraction, or Event Form 2

BUDGET REPORT

ADVERTISING/MARKETING/PROMOTIONAL PLAN AND BUDGET
(Turned in with the application 45 days prior to event)

Fill out the chart with your advertising plan and the estimated cost for these ads. We recommend you contact the agencies in advance to get advertising quotes to assist with your budget.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Date of Ad Publication or Item Purchased	Cost
Example: KRTN Radio Station	Satellite Internet/Radio Advertisement	April 15-22, 2021	\$45.00
Example: The World Journal Newspaper	Newspaper Advertisement Promotion	April 10-24	\$60.00
Total Projected Cost of Marketing:			

EVALUATION FORM 1 of 2

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

Contact Information

Organization Name (As listed on W9)	
Facility, Attraction, or Event Name	
Attraction or Event Date(s)	
Facility, Attraction, or Event Organizer Name & Title within Organization	
Phone Number of Organizer	
Email of Organizer	
Facility, Attraction, or Event Location(s)	

Results

Number of participants at your facility, attraction, or event (excluding volunteers and staff)	
Number of volunteers/staffs at your facility, attraction, or event	

Specify OTHER revenue sources contracted

Name of Business/Organization	Amount Awarded	Date Funding Awarded

Post-Facility, Attraction, or Event Form 2

EVALUATION FORM 2 of 2

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

1. How did you calculate your facility, attraction, or event's attendance?

2. Describe your advertising/marketing/promotional plan and how you used the funds to achieve it?

3. Describe the facility, attraction, or event's impact on businesses and residents located in Colfax County:

Signature of person completing evaluation: _____ Date: _____

Failure to submit an evaluation form and post-event expense report may result in denial of future requested funding.

Post-Facility, Attraction, or Event Form 3

EXPENDITURES REPORT

COLFAX COUNTY LODGERS TAX FUND FINAL REPORT

(Turn in no later than 45 days after event)

Name: _____ Report Date: _____

Contact Name: _____ Contact #: _____

Address: _____ E-Mail: _____

Name of Business/Organization	Amount Awarded	Date Funding Awarded

<u>Date</u> Submitted for Payment	<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

Colfax County



LODGERS TAX TOURIST-RELATED FACILITIES, ATTRACTIONS, AND TOURIST-RELATED EVENTS APPLICATION SUMMARY

ELGIBILITY

- Only tourist-related facilities, attractions, and tourist-related events 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 (A).

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 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

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 event happen in the first place.
- Food of any kind or substance including bottled water for participants.
- Facility, Attraction, or Event 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.

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

ADVERTISING TIPS AND RECOMMENDATIONS

Social Media:

Social Media Advertising- target regions outside of Colfax County, you can change the age, gender, demographic, and interests of who you are targeting through paid ads. Ads must have an image or video for best demographic capture.

- Facebook: Put in your image or video and select boost found in the bottom-right corner of the post. From here you can select the details, demographics, budget, and time of reach. There are two kinds of reach: organic and paid. Organic is what would show up without a paid boost, paid with what you're asking Facebook to put out there. Facebook also tracks who clicks or shares your ads as well. Or create an event and make it public.
- Target Specific Facebook groups: look up supporters of your event and see if they have group social media pages dedicated to that. If they do, see if you can post your flyer on those pages.
- Instagram: make sure you have an event hashtag and a way for the individuals who love your event to share their photo experiences. Make sure you have an account for people to tag into. Users have the option to share their posts to Facebook.
- Snapchat: Geofilter- you can pay for a filter to advertise your event. You pay based on where it is and what it looks like. Geofilter is another word for a digital sticker.

Magazine or Digital Advertising:

Trade or Industry Magazines and Digital Advertising- A suggested plan of action next to social media is to target publications that specifically cater to your interest group and advertise both in print and on their digital platforms which include banners, web ads, e-blasts, newsletters, Facebook endorsements.

- Look at circulation of the publication and subscribers to digital press. Determine if printing or digital would be more effective by research of the timelines, when the traditional customers are planning their season or excursion or look at the age demographic of the consumer to determine the percentages.

YouTube channel: does your organization have a lot of videos? Post your videos to have them shared or share the videos.

Advertising to the local community can be done at low to no cost in the Community Calendars of KRTN Radio Station, KCRT Radio Station, KNCE Radio Station, KXMT Radio Station, KTAO Radio Station, The World Journal Newspaper, The Chronicle Newspaper, Colfax Gazette Newspaper, The Taos News Newspaper, Tourist Information Centers, etc. You may contact radio stations for live conversation broadcasts to promote the tourist-related facility, attraction, or tourist-related event.

Photos and Videos sell events!

APPROVED IN LODGER'S TAX ADVISORY COMMITTEE MEETING THE ____ DAY OF _____, 2022

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

**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 _____, 2022, 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