

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
AGENDA
TUESDAY, APRIL 13, 2021**

WORKSHOP MEETING

Workshop meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Tuesday, April 13, 2021 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd Street, Truth or Consequences, NM 87901.

Call to Order

Roll Call:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Theresa King, Member
Linda De Marino, Member

1. APPROVAL OF AGENDA
2. DISCUSSION/REVIEW/INPUT: Lodgers Tax Application Changes.
3. DISCUSSION/REVIEW/INPUT: FY 21/22 Application Process.
4. DISCUSSION/REVIEW/INPUT: Recommendations to the LTAB for proposed changes to the "Lodgers Tax Funding Guideline's Approved by the City Commission 3/31/2019".
5. ADJOURNMENT

Lodgers Tax Advisory Board Workshop & Special Meeting

Tue, Apr 13, 2021 12:00 PM – Workshop Meeting
Tue, Apr 13, 2021 2:00 PM – Special Meeting

Please join my meeting from your computer, tablet or smartphone.
<https://global.gotomeeting.com/join/474724413>

You can also dial in using your phone.
United States: [+1 \(224\) 501-3412](tel:+12245013412) Access Code: 474-724-413

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LODGERS TAX ADVISORY BOARD
CITY OF TRUTH OR CONSEQUENCES, NEW MEXICO
CITY CLERK'S OFFICE
505 SIMS STREET

FY: 2021/2022 APPLICATION FOR FUNDS

FORM IS DUE IN THE OFFICE OF
THE CPO **NO LATER** THAN
April 14, 2021 by 3:00 pm

Meeting
12:00 PM IN THE CITY COMMISSION CHAMBERS
405 W. 3rd Street, Truth or Consequences, NM

EIN # _____

(NON-PROFIT CORPORATION COMMISSION) AUTHORITY NUMBER: _____

NAME OF NON-PROFIT ORGANIZATION _____

NO. OF MEMBERS _____ DATE _____

P.O. BOX OR STREET ADDRESS _____

CONTACT PERSON (Print or Type) _____

CITY, STATE & ZIP _____

SIGNATURE _____

AMOUNT REQUESTED: _____

TELEPHONE NUMBER _____

AMOUNT AWARDED: _____ (For Board Use Only)

E-MAIL _____

NAME OF EVENTS/PROJECTS: _____

DATES OF EVENTS/PROJECTS: _____

LOCATION OF EVENTS: _____

HOW MANY PEOPLE ATTEND: _____
(Total) (Outside Sierra County)

WHAT ARE YOUR METHODS FOR TRACKING YOUR EVENTS: _____

DESCRIBE THE EVENTS/PROJECTS: _____

HOW WILL THE FUNDS BE USED? GIVE A PROPOSED BUDGET FOR YOUR ADVERTISING.
(EXAMPLE: RADIO, TELEVISION, NEWSPAPERS, BROCHURES, MAGAZINES, POSTERS, ETC.)

TYPE OF ADVERTISING: (Attach additional sheets if needed.)	ESTIMATED EXPENSE
PRINT: _____	\$ _____
PUBLISH: _____	\$ _____
RADIO: _____	\$ _____
TELEVISION: _____	\$ _____
WEBSITE: _____	\$ _____
OTHER COSTS: _____	\$ _____
_____	\$ _____

HOW WILL YOU PROMOTE T. OR C. AND THE AREA IN CONJUNCTION WITH YOUR EVENT/PROJECT?

HAS YOUR ORGANIZATION APPLIED FOR FUNDING FROM ANOTHER SOURCE? ____ YES ____ NO

If so, please provide a copy of the funding application.

HOW MUCH WAS YOUR ORGANIZATION FUNDED? _____

DESCRIBE THE ACTIVITIES YOUR ORGANIZATION SOUGHT FUNDING FOR: _____

ATTACH A SEPARATE SHEET IF ADDITIONAL SPACE IS NEEDED FOR ANSWERS. THANK YOU.

ALL PRINTED MATERIALS OF THE ORGANIZATIONS WHICH ARE PAID FOR FROM LODGERS TAX MONIES, SHALL INCLUDE THE WORDING "**PAID IN PART BY TRUTH OR CONSEQUENCES LODGERS TAX**", THE CITY OF TRUTH OR CONSEQUENCES LOGO IF APPLICABLE, AND THE NEW MEXICO TOURISM DEPARTMENT LOGO. THE LOGO MAY BE OBTAINED BY VISITING WWW.NMTOURISM.ORG.

FOR BOARD USE ONLY: _____ PRIORITY NO. _____

AMOUNT TO BE RECOMMENDED TO CITY COMMISSION \$ _____

ANY SPECIAL INSTRUCTION OR ADDITIONAL COMMENTS:



LODGERS TAX FY 20

Events July 1, 2019-June 30, 2020

APPLICATION AND INSTRUCTIONS

Contact Info for Questions:

jlazarz@gallupnm.gov

505-863-1227

Options for submitting an application:

- **By Mail:** Tourism & Marketing Manager, City of Gallup, 110 W Aztec, Gallup NM 87301
- **By email:** In one pdf with all relevant materials enclosed to jlazarz@gallupnm.gov
- **Drop off at City Hall:** Bring to the City Clerk's office to be placed in the Tourism Mailbox
- Applications will **not** be accepted in person at the Tourism Office or by any staff at the El Morro Theatre and Events Center.

REQUEST FOR PROPOSAL 2019-2020 LODGERS' TAX FUNDS

A. APPLICATION CONSIDERATION:

Applications are considered five times each year. For best consideration, submit your application early. For events between **July 1, 2019 and June 30, 2020**, the submission deadlines are as follows:

March 15, 2019
June 7, 2019
September 6, 2019
January 3, 2020
March 6, 2020

B. OBTAIN APPLICATION: Applications can be obtained on the city website under Tourism- Lodgers Tax or you may call 505-863-1227 and request one to be mailed to you. Applicants from FY19 will also receive a copy in the mail.

C. ELIGIBILITY: Any organization that promotes travel and tourism for the benefit of the Gallup area, has an established organization and leadership, can accomplish the proposed project, and can comply with all applicable conditions. The application will be reviewed by the Lodgers' Tax Committee for recommendation for approval or disapproval by the City Council. Decisions will be returned in writing to the applicant indicating approval or disapproval. Approved projects will receive notification of the funding amount, administrative guidelines and any special conditions of funding.

D. CRITERIA FOR APPROVAL: The following guidelines will be used to evaluate proposals: Tourism Promotion; Innovativeness; Funding History; Marketing Effectiveness; Timeline of Advertising/Marketing Plan; Project Business and Marketing Scope; Past and Projected Results and Project Evaluation. (Funding for food, operations, website development will not be considered. Refer to the additional guidelines handbook for further details.)

E. Only one application per event/project. Multiple organizations may not apply for the same event.

2019-2020 REPORTING REQUIREMENTS/TIMELINES

EVENT DATES, CANCELLATIONS, CHANGES

All recipients of Lodgers' Tax funds are responsible for completing the proposed project within the approved time-period upon the application. *Changes to event dates must be submitted in writing no less than 30 days prior to the event.* Should an event get moved outside of the Fiscal Year the grant award is automatically terminated and a new application must be submitted for the next Fiscal Year.

TIMELINE FOR FUNDING REQUESTS AND REIMBURSEMENT RULES

No later than 60 days after the event:

- The organizer of the event/grant recipient will submit to the Tourism and Marketing office the following: receipts/invoices that are indicated paid by the vendor, artwork/images of the advertisements or promotional items, and proof of payment to the vendors (cancelled checks, Credit Card receipts and/or Statements, or bank statements only)
- Event organizers may submit up to three requests for reimbursement toward their grant allotment.
- Unless explicitly authorized by the City Council, event promoters may not contract with or authorize payment to themselves, family members (Defined as related by blood, adoption, or marriage to the third degree of kinship and includes spouses, parents, children, siblings, grandparents, grandchildren, aunts, uncles, nieces, and nephews), or any entity in which the event promoter has a financial interest to provide SERVICES (services include design, website update, file downloads, etc. Services are typically but not always billable by time). In the instance that the event promoter wishes to use the services of a family member as defined above, the event promoter must obtain and submit three written quotes for the required service unless the event promoter submits documentation showing that a good faith review

of available sources was conducted and there are not three available sources for the required service. Advertisement placements in radio, print, etc. do not follow the same rules as they are sole-source media.

EVALUATION FORM

An evaluation is required for each project or event receiving Lodgers' Tax Funds. Evaluations must be returned to the Lodgers' Tax Committee within 60 days of the completion of the project or event and will not be accepted with the application. Award funds will not be reimbursed without complete submission of financial materials and the evaluation form. ***The evaluation form will be mailed to your organization once City Council has awarded funds.***

EXPENDITURES REPORT

A final report with substantiating documentation of expenditures is required 60 days after event. Recipients are responsible for filing financial reports and timely evaluation reports. After 60 days applicants will be given a first notification via email and then two weeks later a final notification in certified mail. After the final notification, the award will be cancelled.

BRANDING REQUIREMENTS

All recipients of Lodgers' Tax funds must list the City of Gallup Lodger's Tax as a Contributor on all advertisements, brochures and other mediated materials by using the GallupRealTrue logo. *No previous Lodgers Tax logos will be accepted on FY20 materials.* Logos and guide will be provided at time of award notification and are always available for download at www.gallupnm.gov

PHOTO REQUIREMENT

After the event/project you are required to submit a minimum of two (2) high resolution photos of your event to the City of Gallup Tourism and Marketing Manager for use in promotion on the City Tourism website and in additional tourism marketing. Please provide a letter from the photographer with permission for usage in digital and print media that states how the photographer wishes to be credited.

SUBMITTING AN APPLICATION:

- **By Mail:** Tourism & Marketing Manager, City of Gallup, 110 W Aztec, Gallup NM 87301
- **By email:** In one pdf with all relevant materials enclosed to jlazarz@gallupnm.gov
- **Drop off at City Hall:** Bring to the City Clerk's office to be placed in the Tourism Mailbox
- Applications will **not** be accepted in person at the Tourism Office or by any staff at the El Morro Theatre and Events Center.

LODGERS' TAX FUNDS GENERAL CONDITIONS 2019-2020 PROPOSALS

The City of Gallup's Lodgers' Tax Committee invites proposals to promote tourism and related activities. Best funding is available for grant applicants the earlier they apply for their event.

Note: These documents constitute a "Request for Proposals" or RFP. It is a request for an offer. As such, it allows alternate offers or proposals to be considered and the terms and conditions may be subject to negotiations to reach best and final offers. All information requested for submittal should be included with the offer, and exceptions or alternates clearly noted.

NON-DISCRIMINATION: The City of Gallup does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the employment or the provision of services. Contractors shall be in compliance with the A.D.A. requirements.

INTERVIEWS: Interviews will be conducted with all responsible Offerors who submit proposals found to be

reasonably likely to be selected for award. Offerors submitting proposals will be afforded an opportunity for discussion and revision after submission and prior to award for the purpose of obtaining best and final offers. The awards shall be made to the responsible Offeror(s) whose proposals are most advantageous in promoting tourism in the City of Gallup.

Proposals shall be evaluated on the basis of demonstrated competence and qualification for the type of service required, and based on the criteria set forth in the request for proposal. The Lodgers' Tax Committee will evaluate all proposals and conduct interviews.

The City is under no obligation to conduct any interviews or discussions with an Offeror. This request and all attachments will be considered part of the resultant contract and/or purchase order.

APPROPRIATIONS: The terms of this agreement are contingent upon sufficient monies being made available by the City of Gallup for the performance of this agreement. If sufficient appropriations and authorizations are not made by the City of Gallup, this agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

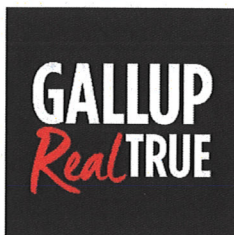
CONTACTS: If clarification is needed on the General Conditions of this proposal, contact the Tourism Office at (505) 863-1227.

INCURRING COST: Any cost incurred by the Offeror in preparation, transmittal, cancellation, presentation of any proposal or materials submitted in response to this RFP shall be borne solely by the Offeror.

AWARD: Tentative awards will be made by the Lodgers' Tax Committee with recommendations to the City of Gallup Council, for final approval.

Notice to Offeror(s): Unnecessarily elaborate responses beyond that sufficient to present a complete and effective response to the solicitations are not desired and may be construed as an indication of the Offeror's lack of cost consciousness. Unless specifically requested in the solicitation, elaborate art work, corporate brochures, lengthy narratives, expensive paper, specialized binding, and other extraneous presentation materials are neither necessary nor desired.

THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS IN WHOLE OR IN PART, TO WAIVE INFORMALITIES OR TECHNICALITIES AT ITS OPTION, AND TO ACCEPT THE PROPOSAL IT DEEMS TO BE IN THE BEST INTERESTS OF THE CITY OF GALLUP.



2019-2020 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Organization Name (As Listed on W9):	
Event Name:	
Event Date(s):	
Event Organizer & Title within Organization:	
Phone Number of Organizer:	
Email of Organizer:	
Organization Address:	
Contact Person (If different than person who prepares application):	
Contact Phone and Email for Secondary Person:	
Event Location:	

PART 2: PROJECT COST AND FUNDING REQUEST

Lodgers Tax Grant Funding Requested: (Must match application page 6)	
Total Anticipated Project/Event Cost: (Must match application page 7)	
Anticipated Number of Volunteers:	
Anticipated Attendance (not including volunteers/staff):	

PART 3: CRITERIA

Were you funded in 2018-2019? Circle one: Yes/No

How much have you received in previous grants (list year/award amount)?

How many times has your event occurred? Please list years of previous events.
If new, just indicate "new":

1. Define/Describe the overall project/event (what is happening at the event?):

2. Please include a specific schedule of events here or attached with your application.

3. Who is your target audience for your event and advertising (who do you want to attend?)

4. Describe the regions/cities in which you plan to market your event outside of Gallup?

5. Describe your event assessment/evaluation plans: how are you counting your participants, where they are from, their hotel stays, and how you plan to share that assessment with the City:

PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers Tax Committee reserves the right to deny funding of specific items within this budget during their recommendation to City Council. You may attach a separate sheet in lieu of filling out this page. Remember that you must include artwork for all promotional items at the time of application.

Advertising/Promotion Company/Provider	Type of Ad/Promotion <i>(must include artwork with application for promotional items)</i>	Date of Publication or Item purchase	Cost
GRAND TOTAL OF ADVERTISING PLAN (Must match request on page 4)			

EVENT BUDGET

Fill this out or attach your own version of this page, but an event budget is required. Be sure to include such expenses as site rentals, staff, equipment, operations, etc. Advertising should have a line item in this budget as well.

[illegible]

PART 4: FINANCIAL DISCLOSURE CHECKLIST As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information:

- ☐ Completed Advertising Plan and Event Budgets for Event/Special Activity/Project
- ☐ 2019 Updated IRS Form W-9 Request for Taxpayer Identification Number and Certification

PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Gallup, and will deliver an evaluation report to the City no more than (60) days after the event or project completion.

Print your name and title: _____

Signature: _____

Date: _____

Part 7: LODGERS' TAX PROPOSAL LETTER OF TRANSMITTAL

The undersigned certifies that they have read and understand the above general conditions and that they accept these condition and submit the attached proposal in full compliance with these conditions and the applicable proposal specifications. In submitting this proposal, the offeror represents that the offeror has familiarized themselves with the nature and extent of the request for proposals dealing with Federal, State, and Local requirements which are a part of these request for proposals. The offeror will comply with all applicable federal and state laws, local ordinances, and the rules and regulations of all authorities having jurisdiction over the services being proposed.

Evaluations and financial statements are a requirement of the proposal and must be submitted in a timely manner, but no later than sixty (60) days after the event or project is completed. Failure to submit appropriate reimbursement materials and accurate evaluation statements may jeopardize future awards.

NAME OF FIRM ON W9 _____

AUTHORIZED SIGNATURE _____

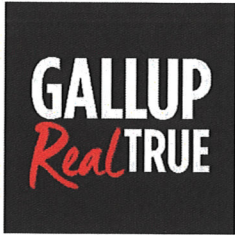
NAME PRINTED OR TYPED _____

TITLE/POSITION _____

DATE: _____

ADDRESS: _____ CITY, STATE, ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____ E-MAIL: _____



2019-2020 LODGERS' TAX GRANT ADVERTISING AGREEMENT

Fill out the top portion (not the amount awarded) and organization agreement. A signed copy will be returned to you pending approval of a grant.

The undersigned has been awarded Lodgers' Tax by the City of Gallup to promote the following event in the City of Gallup, New Mexico:

NAME OF EVENT: _____

ENTITY PUTTING ON EVENT: _____

Mailing Address: _____

DATES OF EVENT: _____

AMOUNT AWARDED (to be filled out by City of Gallup): _____

The undersigned understands and agrees that the Lodgers' Tax awarded by the City of Gallup can only be used for advertising, publicizing, promoting and marketing of the above named event and agrees to use GallupRealTrue logos in their materials.

The undersigned further understands and agrees that the Lodgers' Tax funds awarded will not be advanced by the City of Gallup, but that upon presentment of PAID RECEIPTS with proof of payment and appropriate artwork/proofs/copy by undersigned to the City of Gallup, the City of Gallup will reimburse undersigned for the advertising, publicizing, promoting and/or marketing expenses incurred.

CONTACT PERSON FOR EVENT: _____

PHONE NUMBER: _____ EMAIL: _____

THIS AGREEMENT entered into the last dated signature set out below.

ORGANIZATION: _____

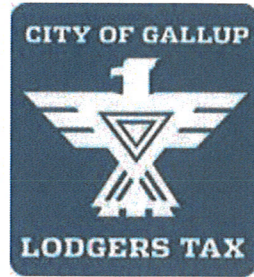
SIGNATURE: _____ Date: _____

PRINTED NAME: _____

CITY OF GALLUP:

By: _____
110 West Aztec, Gallup, NM 87301 (505) 863-1227

Date: _____



LODGERS TAX BEST PRACTICES ADVERTISING AND EXPENDITURES GUIDE

Includes: Expenses not covered by
Lodgers Tax Funding

UPDATED MARCH 17, 2017

2017-2018 LODGER'S TAX GRANT AWARD EXPENDITURE GUIDELINES

In an effort to reach the best possible audience to generate the greatest impact to the Gallup community there are new regulations about marketing, promotions, and advertising expenditures of a Lodgers' Tax Award. The objective of Lodger's Tax is to bring revenues into the community by making advertising, promotion, and marketing grants available.

Not covered:

- Food of any kind
- Items given in "goodie bags"- UNLESS the materials have the GallupRealTrue logo (Promotional items that have the logo can be VERY creative and inspire organic social media marketing by your participants. Example- A GallupRealTrue Anti-chaffing stick for runners, or a GallupRealTrue bike pump for an emergency repair kit for bicycles)
- Event expenses (costs of making your actual event happen in the first place), such as fireworks, fences, etc.
- Event Decorations
- Website construction/maintenance: Lodger's Tax no longer covers 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 our business- we cover what you do to drive traffic to your business. Google ads and boosts on social media for example, would be covered.

REIMBURSEMENT REQUESTS

All requests must be made in no more 3 draws and must be completed no later than 60 days after the event. Failure to submit the Evaluation Form with the final draw for funds will result in denial of future Lodgers Tax Grant Funds. All funds will be released back into the grant pool after 60 days from the event date. The Tourism and Marketing Manager will submit one (1) reminder email at approximately 30 days after the event date and the termination of the funds will be automatic at 60 days. Awardees will be notified via standard mail.

Submit the following materials to the Tourism and Marketing Manager's Mailbox at the City Clerk's office in City Hall to submit a reimbursement request:

- Letter of reimbursement request that includes the following: Organization name (as on the w9 submitted with the application), amount awarded, amount of the request, list of the vendors and amounts paid to each vendor.
- Attach materials per the chart "what to turn in" section enclosed in this application.
- Final Draw: Evaluation Form

RECEIPT/INVOICE GUIDELINES

All receipts and invoices must be accompanied by a cancelled check or proof of credit card transaction. In addition, invoices/receipts must include the date of the transaction, descriptions and quantities of the items, the address and contact information for the business, and the method of payment given to the vendor.

**2017-2018 LODGER'S TAX GRANT AWARD
EXPENDITURE GUIDELINES CHART**

Ad/Promotions Medium	What is recommended	Why/Who it reaches	What to turn in for reimbursement
Social media	Advertising targeting audiences NOT in Gallup (four corners and bigger) as well as by specific interests	Largest range, cheapest most accessible to the audience	Receipts from the individual platforms and the email report that tells the engagement
Video Production	The production of a video for a digital ad campaign	Really engages people in the experience of your event; we recommend you use text overlay- you want people to learn something even if the volume is off	Receipt from company, link or thumb drive of final product. written consent for us to share your video
Print Ad Design	Graphic design and layout of an ad	Higher quality visual images/info	Copy of receipt that includes hours billed for design
Newspapers	Papers in the four corners region outside of the Gallup area- especially Farmington, Albuquerque, Durango, Flagstaff	Reaches people outside the community with something they can hang onto. Tends to hit an older demographic.	Copy of print ad, receipt
Magazines	Demographic specific- based on the interest groups who like your kind of event, not in Gallup	You're narrowing who you're trying to access- they already have an interest in your kind of event	Copy of print ad, receipt
Digital Radio (app based- Pandora, Spotify, IHeart online)	Any ads; Can target specific ages, races, zip codes. 15 seconds or less is idea and video is most effective. Recommended text overlay and voice over.	Customizable engagement and you pay for a specific number of engagements instead of a splatter of them. (If the app is opened by the user then it counts)	Link to ad proof (emailed) OR copy of ad on a thumb drive, receipt from specific platform

Ad/Promotions Medium	What is recommended	Why/Who it reaches	What to turn in for reimbursement
Google	All of the services regarding advertising, website boosts, etc	Boosts of websites, sidebar ads, paying to get your website to show up higher in a search or as a sponsored ad	Receipt from Google
Billboards	Any billboards qualify for the award.	Travelers look up and catch people's interest	The spec sheet that has the map location of the billboard (make sure its facing toward coming into Gallup, not going away from us), image of the billboard AFTER it's installed. Receipt OR copy of contract.
T-Shirts, Tote Bags, Duffle Bags, bandanas, pens, keychains, lanyards or other promotional items	Any (MUST have Gallup Real True & Lodger's Tax logos)	People take them home and wear them in their communities	Copy of product design on paper, receipt
Trophies	Any (MUST say City of Gallup, even custom Native pottery)	The custom stuff makes people talk- the more artistic the better	Photograph/image of the trophies and what is on them, receipt
Radio	Creative exposure that extends beyond Gallup, particularly in the four corners region.	Wide spread of hits, with no way to track who exactly catches it. Effective for more rural areas (reservations, areas along highways)	Copy of radio ad draft (can be the text transcript), history of when the ad ran, receipt from station
Television	Any, preferred not in our market, short and sweet recommended (no more than 15 seconds)	See notes about different types of tv ads- it depends on when your ad plays.	Link or thumb drive copy of ad, receipt
Hotel TV channels	Any, preferably along Rte 66 or I-40 coming toward Gallup	Hitting people already traveling	Copy of final ad, receipt

Ad/Promotions Medium	What is recommended	Why/Who it reaches	What to turn in for reimbursement
Banners (Print)	Large placement on major roads or areas that get public attention for a few days before the event.	Large visibility areas	Copy of what is on the banner, receipt
Posters & Flyers (Print)	Take the time to distribute in the four corners region and at all the visitors center in the area.	Unless you're traveling the 4 corners region this isn't effective in attracting tourism related visitation	Copy of poster/flyer, receipt
Event Booklet/Brochure (given at event)	Covered, must have appropriate branding	Some people collect brochures and flyers regularly and these often travel home.	Copy of brochure/Booklet, receipt

ADVERTISING TIPS & RECOMMENDATIONS

Social Media Advertising- target regions outside of Gallup, 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, click “boost post”. From here you can choose the demographics, budget, time of reach. There are two kinds of reach: organic and paid. Organic is what would show up without a paid boost, paid is what you’re asking FB to put out there. FB also tracks who clicks or shares your ads as well.
- Instagram: make sure you have an event hashtag and a way for the folks 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 FB.
- Twitter: this is a dying platform. Forget it. It doesn’t direct traffic to your website or other areas focused on your event.
- Snapchat: Geofilter- you can pay for a filter to advertise your event. You pay based on where it is and what it looks like.
- Target Specific FB groups: look up lovers of your activity 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.

Trade/Industry Magazines and Digital Advertising- The BEST 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 (banners, web ads, e-blasts, newsletters, FB endorsements).

- Look at circulation of the publication and subscribers to digital press
- “Bang for your buck”- look at timelines for when your traditional customer is planning their season or excursion, look at the age demographic of your consumer to determine the percentages of which way to go print vs. digital

Youtube channel: does your organization have a lot of video? Post your videos, share them!!!

Advertising to the local community can be done at low or no cost in the Community Calendars of the Gallup Sun, Gallup Independent, and Gallup Journey. In addition, many radio station hosts in our area love to have conversations about events that greatly impact our quality of life.

Photos and Videos sell events, not shopping lists of what people can do.

REGIONAL ADVERTISING ASSISTANCE LIST

- This is NOT a comprehensive list however it is meant to assist you with your advertising efforts.
- With regard to radio advertising: Based on Google search results this list only represents one radio group per market. There are in all of these markets many radio stations.
- Almost all newspapers have online platforms and community calendars.
- Most print media AND digital media will design the ad for you depending on what you're advertising and where.
- Western Texas, Phoenix, and larger metropolitan areas of Colorado are not included here however advertising in those regions is very encouraged, especially via social or digital media.

BILLBOARD ADVERTISING

All of these have their own websites as well for more general information

- Lamar: Danielle Marquez, 505-255-4460, dmarquez@lamar.com
- American Outdoor: Troy 602-687-9220, sales@americanoutdoor.net
- Arizona Billboard: 877-882-9250, kr@arizonabillboardcompany.com
- Albuquerque Journal Digital Signage- at all Albuquerque Smith's Stores (See ABQ under NM)
- Clear Channel Outdoor: abq.clearchanneloutdoor.com (also has digital signage in markets across the country) also has store based digital signage.
- Outfront Media (Arizona, Phoenix)- Digital and regular billboards: 209-466-5021

MISCELLANEOUS/MULTI-REGION

- Adventure Pro: adventurepro.com- Arizona, Colorado, New Mexico, Utah **sales-local@adventurepro.us**, **editor@adventurepro.us** 970-375-4576
- New Mexico Magazine: www.nmmaginze.com, Lianne Joy Aponte 505-585-5569 lianne@nmmagazine.com
- National Park Journal Grand Canyon: Florian Hermann 303-506-8754 florian@hms-global.com
- Travel 50 & Beyond Magazine: Carlee Mausner 713-974-6903
- Leading the Way Magazine: Kathleen Manolescu kmanolescu@gmail.com 505-905-1186
- Elevation Outdoors Magazine: elevationoutdoors.com Martha Evans martha@elevationoutdoors.com (senior account executive)
- Navajo Times: Advertising Department 928-871-1145 advertise@navajotimes.com (There is a rate sheet on their website)
- Native Peoples Magazine: info@nativepeoples.com 602-265-4855
- KOB TV (over the air/cable): Elizabeth Ley (Account Executive) Direct Line: 505-326-1141 xt. 1134, Cell: 505-330-3852, eley@kob.com Can work out special deals to fill last minute advertising spots but also have repeat airing deals. Pictures, video, or they will film themselves (they will charge for that)- Stills. They can make stills look pretty dynamic. Pictures with info- they will take care of the script. Sometimes it is beneficial to have two spots 50/50 run

depending on the content. For them to create a spot for you: The cost to do a 15 second spot is \$275 (not including air time) The cost for a 30 second spot is \$425 (not including air time) Coming TO Gallup to film is \$500 plus the fee.

- Community Calendar of KOB TV: When events are free to the public- they will either match or put it on the air as community calendar. They will match as long as the event is free too- so if someone spends \$1K they'll match that in advertising as long as they are listed as an official sponsor.

ARIZONA

FLAGSTAFF

- Flagstaff Publishing encompasses: Arizona Daily Sun, Mountain Living Magazine, Flagstaff Live
- azdailysun.com
 - standard print ads, digital ads- banners, pop ups on their homepage, local flyers section
- Colleen Brady- Advertising Director (AZ Daily Sun, Mountain Living Magazine)-556-2279 Kim Duncan- Account Executive (Flagstaff Live)-556-2287
- Great Circle Media: Serves eight radio stations in the Flagstaff Area www.gcmaz.com Fill out the "Advertise with Great Circle Media" Form and they will contact you

TUCSON

- Arizona Daily Star tucson.com
- Print and digital editions- Retail Display: 520-573-4495 Online: 520-807-8448
- Tucson Weekly & Tucson Local Media
- Represent: Tucson Weekly, Desert Times, Explorer News, Marana News, Foothills News
- tucsonweekly.com
 - tucsonlocalmedia.com
- Print and digital editions, newsletter it emails its target area; You can submit an event to their events calendar by clicking "submit a listing"- then creating an account through Facebook.
- Kristin Chester, Account Executive: 520-797-4384x 25, kristin@tucsonlocalmedia.com (although if you can't reach her call the number and leave off the extension, there are about 10 account executives)
- ihearttucsonadvertising.com- 7 stations, two languages. Submit the online form.

COLORADO

- Ballantine Communications- extensive coverage across areas of the state. Click the link below to reach any of these sources:
 - ballantinecommunicationsinc.com
 - This covers: Extensive print and online news, 4 Corners TV, 4 Flag TV, Adsperity, Adventure Pro, BCI Media Services, Cloud Scout, DGO, Dorado, Four Corners Expos, Mountain Motion Media, Tellzea.
 - Recommended: Print/Online News button (includes: DGO- free Durango publication, Durango Herald, The Journal-Cortez, Dolores, Mancos, Pine River Times-Bayfield), Dorado Magazine, Adventure Pro, the tv stations

- Four Corners Broadcasting LLC- has four radio stations with a reach around Durango, including some areas around Farmington
 - radiodurango.com 970-259-4444, fcb@frontier.net

NEW MEXICO

FARMINGTON

- Farmington Daily Times daily-times.com 505-325-4545 Olga Shvia oshvia@dailytimes.com, 505-564-4506
- iheart Media of Farmington Charmaine Howlett, 505-325-1716

ALBUQUERQUE

- Weekly Alibi Publication: Reaches approx. 175,926 readers in print and about 120K online readers through the Albuquerque region. Lots of advertising options. Kylie Biddle. Alibi.com, 315-679-1793
- Albuquerque Journal- print, digital, digital displays- 505-823-3390 Matt Montano (Senior Accounts Manager) mmontano@abqjournal.com www.abqjournal.com They also publish seasonal events guides, get your event listed!
 - Andy Burgess, Advertising Consultant, 505.823.4444 | AMR43@ABQJournal.com
- <http://www.journaldigitalsolutions.com/services>
- Cumulus Radio : Daniel Schrader 505-459-9726 daniel.scharader@cumulus.com

SANTA FE

- The Santa Fe New Mexican: Print, Magazines, Web www.santafenewmexican.com advertising@sfnewmxican.com, 505-995-3852
- Santa Fe Reporter- ask about their special editions calendar, also has digital ads, sfreporter.com advertising@sfreporter.com
- KSFR Public Radio: 505-428-1527

TAOS

- The Taos News taosnews.com 575-758-2241
- General Display advertising: display@taosnews.com
- Lyn Herod (Accounts Manager) l.herod@taosnews.com Ian Garver (Digital Media Manager) sales5@taosnews.com

GALLUP

- Gallup Journey- Daisy Arsenault, gallupjourney@gmail.com, 505-722-3399
- Gallup Sun- Raenona Harvey, raenonarh@gmail.com, 505-728-1640
- Gallup Independent- Bobbie Jo Trujillo, ads3@gallupindependent.com, 505-863-6811
- Iheart Radio Gallup area- Maryann Armijo, maryarmijo@iheartmedia.com, 505-863-9391
- Millenium Media- Sammy Chioda, sammychioda@gmail.com, 505-863-6851

EVENT EXECUTION BEST PRACTICES

1. Provide a list of contacts with cell phone numbers to the venue in advance of your event. In this case if someone on your list is absent the day of the event the facility can reach you.
2. Arrive early to the event, and make sure your designated contact is the person on site to meet with the facility coordinator.
3. Provide the facility coordinator with points of contact throughout the day. Do not leave your own event unsupervised or without someone on site who can be responsible for decisions.
4. Make sure you account for extra people to take tickets or work the gate, especially in the instance that someone does not show.
5. Understand the facilities arrival/load-in and departure/load-out times, and that facility employees cannot help you load in and out due to the liability.
6. Volunteer map- where are your volunteers supposed to be located, when are they changing shifts, and what time do they get breaks? They want to experience the event just as much as your normal participant.
7. Know in advance who is supposed to operate an audio/visual equipment and move any assets/furniture used during your event. Be able to communicate that in written form at least a day before the event to the facility. Renting a facility doesn't mean you've got the facility employees to count on- they have designated jobs.
8. Publish your schedule online and do it early.
9. Create multiple itineraries for people to choose from if you have a lot going on during your event. Make some sense for them so they can maximize the experience.
10. Who is cleaning up after your event? Have you got volunteers set for the end of the event?
11. Plan your next event date before your current event so you can announce it and create a return audience. "Save the Date" and "Mark your Calendar" go a long way when the audience member at your event is enjoying their experience.
12. Always plan for extra- extra programs, extra food, extra volunteers, you name it.
13. Collect data: know where your audience came from and how they heard of your event. Did they stay at a hotel? Eat at a restaurant in town? This all helps you plan a more effective event and marketing campaign.
14. Develop an assessment plan: what do you define as a successful event? What are the aspects that worked and what are aspects that need tweaking for future events? Document all of it.
15. Transparency is key- expenses need to be as transparent as possible for the success of the event, the organization, and legal purposes. Also, you will be more successful at cultivating donations if people know how the money is spent and why it is spent in the way it was/is planned.
16. Proactive approach- something will go wrong. It always does. Make sure to stay calm and have contingencies when things do not go as anticipated, especially with regards to volunteers and supplies.
17. Your event is being put on by you, not the facility you are using. Do not expect the facility or the employees to fill planning gaps or lack of volunteers in terms of operations.
 18. Free is not always the way to go- charging admission ensures you can meet some of your operating costs, sends the message to your attendees that you have a product of value, and also acts as a buffer against some less favorable attendees who are looking for other free handouts. Charging for admission is also a way of tracking attendance to your event.

City of Truth or Consequences

Lodgers' Tax
Funding Guidelines
Approved by City Commission 3/13/2019

Table of Contents

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Overview of Lodgers' Tax

- **Sec. 7-196. Title of article.**
 - This article shall be known as and may be cited as "The Lodgers' Tax Ordinance." (Ord. No. 442, § 1, 8-12-96)
- **Sec. 7-197. Purpose of article.**
 - The purpose of this article is to impose a tax which will be borne by persons using commercial lodging accommodations which tax will provide revenues for the purpose of advertising, publicizing and promoting tourist-related attractions, facilities and events, and acquiring, establishing and operating tourist-related facilities, attractions or transportation systems, as authorized in section 17 of this article.
- **Sec. 7-199. Imposition of tax.**
 - There is hereby imposed an occupancy tax of **five percent** of gross taxable rent for lodging within the municipality paid to vendors.

Overview of Lodgers' Tax

Eligible Uses

- **Sec. 7-212. Eligible uses of lodgers' tax proceeds.**

- (a) The Municipality may use the proceeds from the tax to defray the costs of:
 - (1) collecting and otherwise administering the tax, including the performance of audits required by the Lodgers' Tax Act pursuant to guidelines issued by the Department of Finance and Administration;
 - (2) establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping, furnishing or acquiring real property or any interest in real property for the site or grounds for tourist-related facilities, attractions or transportation systems of the Municipality, the county in which the Municipality is located or the county;
 - (3) the principal of and interest on any prior redemption premiums due in connection with and any other charges pertaining to revenue bonds authorized by section 3-38-23 or 3-38-24 NMSA 1978;

Overview of Lodgers' Tax Eligibility

- (4) advertising, publicizing and promoting tourist-related attractions, facilities and events of the Municipality or county and tourist facilities or attractions within the area;
- (5) providing police and fire protection and sanitation service for tourist-related events, facilities and attractions located in the Municipality; or
- (6) any combination of the foregoing purposes or transactions stated in this section, but for no other municipal purpose.

Additionally: (#7 is not part of Sec. 7-212.)

- (7) ~~Grant~~ Lodger's Tax recipients are required to be nonprofits.
 - A current certificate of this status must be submitted with the ~~grant~~ Lodger's Tax application.
 - Subsequent changes in status must be reported to the Lodgers Tax Advisory Board.
- Lodgers Tax Board will consider holding back a portion of no more than 20% of the funds to be awarded later in the year.

Grant Application

- Applications are examined carefully as there are usually more requests for funds than are available.
- The application process normally starts in March or April by publishing notices that the City is accepting applications.
 - City Website
 - Local Newspapers
- Applications must be completely filled out and signed.
- A certificate or an online screenshot of nonprofit status must be submitted with the grant application for both the Internal Revenue Service (IRS) and the Office of the Secretary of State (SOS).

~~Applicant must submit previous year's audit report or internal/informal financial statement with application.~~

Commented [KS1]: Please remove as this only applies to Subrecipient.

- ***Application must have all of the above to be eligible for consideration.***
- Application(s) for annual funding must be completed and submitted by the deadline. Deadline is final, no other recourse is available. Other additional applications may be considered on a case by case basis, upon request.
- The Lodger's Tax Advisory Board reviews the applications and makes recommendations to the City Commission for allocations.
 - Applicants are invited to this meeting.
- The City Commission reviews the applications and allocates the funds at a regular City Commission meeting.
 - Applicants are invited to this meeting.

Commented [KS2]: Isn't this section contradictory?

Grant Agreement

- Lodgers' Tax contracts between the City and Contractor are for Advertising & Promotion.
- Section 2 of the Contract requires contractors to:
 - "Advertise, publicize and promote the City and its facilities as a tourism attraction. Such publicizing and promoting shall include but not be limited to the advertising of the Fairgrounds, Civic Center, Museums, Convention Center and other City and area resources and attractions."
- The purpose of the Tax is to bring **OVERNIGHT** visitors to the City.
- No less than seventy-five percent (75%) of advertising budget (print, internet, billboard, TV, & radio) must be spent **OUTSIDE of Sierra County.**

My recommendation would be to flip this percentage so 75% is inside the county and 25% is outside of the county

Grant Agreement

- Promotion and advertising shall be adhered to per the approved application submitted by the Contractor and attached as 'Exhibit A' to the Grant Agreement.
- 'Exhibit A' shall be known as the 'Scope of Work' which represents the approved manner that the allocated funds can be spent.
- The contractor shall designate a representative and an alternate to serve as the point of contact and authorized representative to spend funds.
 - The representative may be called upon to attend Lodgers' Tax meetings or meet with city staff to answer questions regarding their activities and/or submittals.

Payment Reimbursements

- Print media, television ads, billboards, radio ads, and online ads of the Contractor which are paid for from Lodgers' Tax monies shall include the following:
 - Paid in part by "Truth or Consequences Lodgers' Tax."
 - Include the City of Truth or Consequences logo.
 - Please contact the City Clerk's office, torcclerk@torcnm.org for City logo.
 - Exceptions may be made in regards to exclusion of City Logo on small promotional items i.e. small pens or small key rings.



Payment Reimbursements

- Radio ads shall include the following verbiage:
 - Paid in part by Truth or Consequences Lodgers' Tax.
 - The invoice shall include the radio advertisement script.
- Websites – costs related to design and maintenance are eligible costs.
- Facebook and other Social Media – advertisements are allowable expenses.

Payment Reimbursements

- The City determines which expenditures are allowable and are in compliance with the purpose of this contract. (Sec. 4 a)
- If determined to be an eligible purchase, the City will pay the Contractor for reimbursement. (Sec. 4 b)
- Rejected payments can be submitted to the Lodgers Tax Board for consideration and recommendation for submission to the City Commission.

Payment Reimbursement Requirements

- All invoices must be presented to the City Manager's Office for review and approval.
- All funds must be spent and invoices turned into the City Manager's Office **no later than the last business day in May.**
- Invoices submitted after that date **WILL NOT BE PAID** and will be the responsibility of the Contractor.
- For advertisements and/or publications, provide an electronic or printed tear sheet. A **tear sheet** is a page cut or torn from a publication to prove to the client that the advertisement was published.
- Invoices, checks, and form amounts **that do not match, must include an explanation.** I.e. invoice is for \$525 and the allocation is \$500. The organization then pays \$25, an explanation must be included with the invoice.

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Just a suggestion for this to be underlined

Eligible Costs

Media placement: cost of insertion of ads in media including print, electronic, web/Internet and outdoor; rental of billboard, home page on the internet, information applied to Kiosks, and other automated forms of advertising.

Printing: cost of printing and distribution of promotional materials including media packets, promotional brochures, posters, etc. Reprints shall meet current criteria. In the case ad sales have been made on any brochures, vacation guides and similar publications, the Department requires reporting of revenue generated in ad sales and cost of printing, the difference is eligible reimbursement.

Registration fees and booth rental: costs for conferences where representation by the Organization is clearly a part of the marketing plan.

Ineligible Costs

Commissions: Advertising agency commissions

Fulfillment costs: Envelopes and supplies

Communications: Telephone expenses

Administration: Salaries, over-run, overhead, entertainment, meals, beverages, supplies, taxes and other categories, not specifically allowed in eligible costs.

Items for sale: Promotional items produced for sale such as Videos/CD's/DVD's, brochures, t-shirts, posters, calendars, etc.

Equipment: Any purchase of equipment and/or furnishings.

Eligible Costs

Video/CD-ROM/DVD's: Production of a community, partnership, or statewide promotional video/CD-ROM/DVD that is part of the organization's marketing effort for use in various broadcast media. **(The video/CD-ROM cannot be offered for sale.)**

Mailing lists: Cost for purchase of targeted marketing mailing lists.

Sales Missions and Trade Show participation: Costs for registration and booth space; Department sponsored; through the Department's Domestic and International tour trade programs when space is available and the Department opens participation.

Production costs: Costs of producing an advertisement, brochure, internet data and graphics, website development (including hosting), typesetting, photography, rendered art, purchase of trade show booth.

Fulfillment costs: Shipping as it applies to fulfilling requests for visitor information.

Public Relations: Public relation services related to tourism promotion.

Promotional Items: T-shirts, Key rings, pins, calendars, litter bags, posters, and similar items not to exceed 20% of the total amount funded.

Contractor Responsibilities

- It is the responsibility of the Contractor:
 - To keep a running total of their unused and available Lodgers' Tax award.
 - To assign a signatory authority and responsible financial representative.
 - To sign all reimbursement forms or requests for payment.
 - Requests must be submitted in writing using the City's form.
 - To notify the City their "remit to" address where they want the check sent.

Reimbursement Request Form

LODGERS' TAX
REIMBURSEMENT REQUEST

A. Grantee: _____ Remit to: City of Truth or Consequences
B. Contact: _____ Attn: _____
Address: _____ 505 Sims Street
C. Reimbursement Request No. _____ FY: _____ Truth or Consequences, NM 87901

CATEGORY	Budget	Current Expenditures Requested for Reimbursement from Grant Funds	Cumulative Expenditures Total Current Request + Previous Grant Fund Expenditures	Remaining Project Balance
	Grant Funds	Grant Funds	Grant Funds	Grant Funds
Print				
Publish				
Advertise				
TV				
Radio				
Website				
Other Costs (Specify)				
TOTALS				

Under penalty of law, I certify that all the above expenditures are true and correct and are for appropriate purposes in accordance with the terms and conditions of the pertinent Grant and that payment has not been received.

Signature of Authorized Official	Typed or Printed Name	Date
----------------------------------	-----------------------	------

**LODGERS' TAX
REIMBURSEMENT REQUEST**

A. Grantee: Pie in the Sky Enterprises Remit to: City of Truth or Consequences

B. Contact: Jane Doe / 894-1234 Attn: Tammy Gardner

Address: 56 Skyline RD, T-or-C, NM 87901 505 Sims Street

Reimbursement Request 18/1 Truth or Consequences, NM

C. No. 1 FY: 9 87901

CATEGORY	Budget	Current Expenditures Requested for Reimbursement from Grant Funds	Cumulative Expenditures Total Current Request + Previous Grant Fund Expenditures	Remaining Project Balance
	Grant Funds	Grant Funds	Grant Funds	Grant Funds
Print	\$1,000.00			\$1,000.00
Publish	\$500.00			\$500.00
Advertise	\$1,500.00			\$1,500.00
TV	\$500.00			\$500.00
Radio	\$500.00			\$500.00
Website	\$1,000.00			\$1,000.00
Other Costs (Specify)				\$0.00
(Use these add'l 3 spaces to list special events.)				\$0.00
				\$0.00
TOTALS	\$5,000.00	\$0.00	\$0.00	\$5,000.00

Under penalty of law, I certify that all the above expenditures are true and correct and are for appropriate purposes in accordance with the terms and conditions of the pertinent Grant and that payment has not been received.

Signature of Authorized Official	Typed or Printed Name Jane Doe	Date 04/01/18
----------------------------------	-----------------------------------	------------------

Quarterly Work/Spending Report

LODGERS' TAX QUARTERLY WORK/SPENDING REPORT

NAME OF GRANTEE: _____

THREE MONTH PERIOD OF REPORT: _____ (mm/dd/yy) TO _____ (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
(If no work has been done, explain why work has not begun.)

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

ITEM(S)	AMOUNT
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
NM GRT	\$ _____ (if applicable)
TOTAL	\$ 0.00

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

TASK	ANTICIPATED COMPLETION DATE
_____	_____
_____	_____
_____	_____

SIGNATURE _____ CONTACT PHONE NUMBER _____ DATE _____

Rev. 3/2015

Quarterly Work/Spending Report

- Reports are due by the 15th of the month following the quarter. First quarter (July, August, September) ends September 30th. Second quarter (October, November, December) ends December 31st. Third quarter (January, February, March) ends March 31st. Fourth quarter (April, May, June) ends June 30th.
- **Must submit a report even if no work has been done with an explanation of why work has not begun.**
- Reports are used to gauge activity and ensure grant compliance with agreement.
- **Failure to report can affect future grant funding requests, including reports with no activity that show no activity without an explanation.**
- ~~The Contractor shall be subject to losing 50% of a quarterly draw if the invoice is not submitted by the due date.~~

Please remove as this applies to Subrecipient. The only deadline is the last business day of May

Amendments

CAN

- Budget Categories*
 - Funds may be moved from one category to another category.
- Scope of Work*

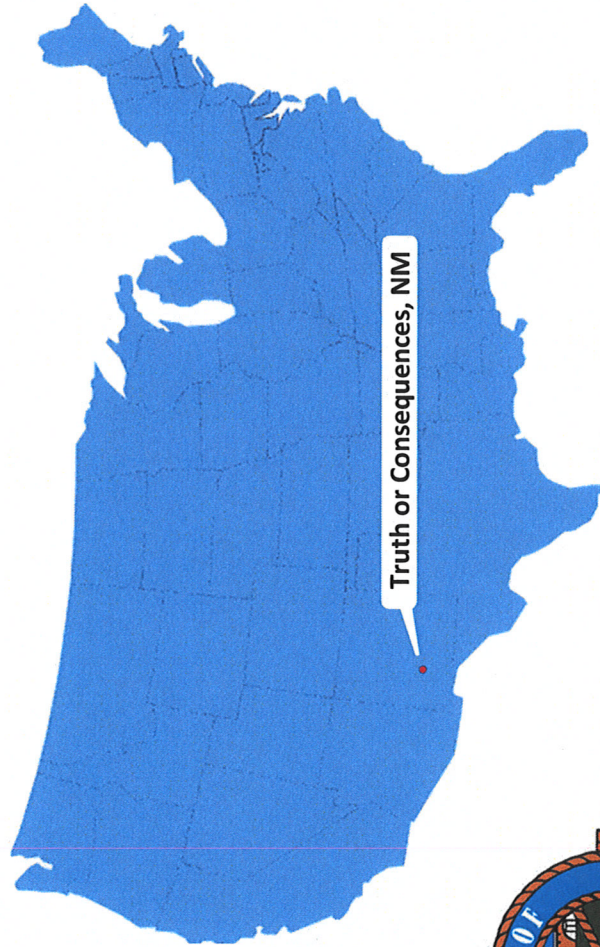
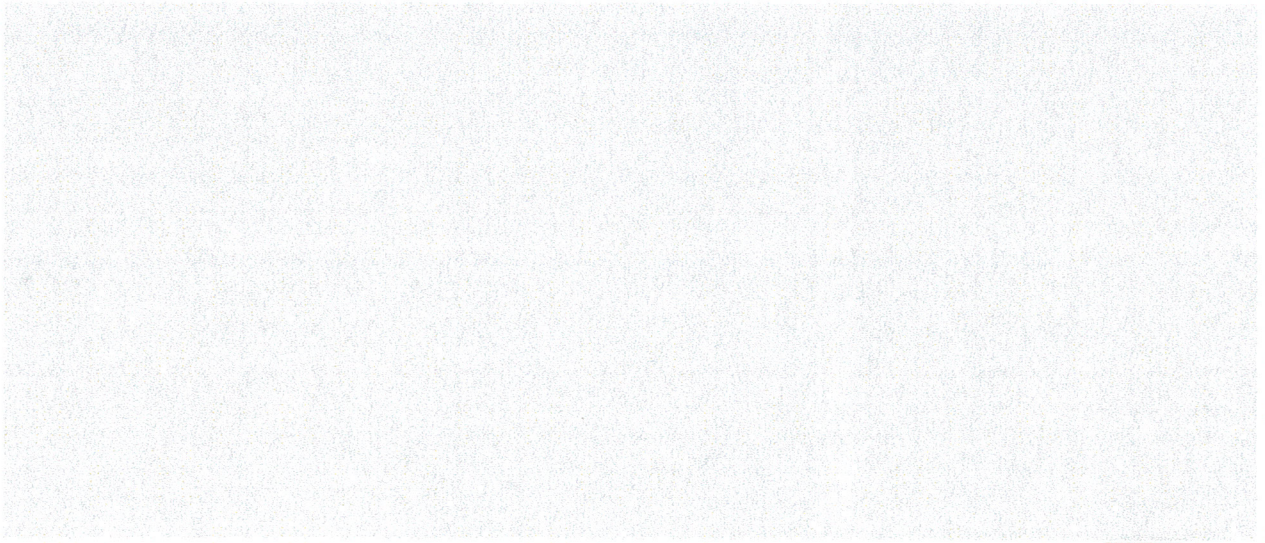
* Must have prior approval from the Lodgers' Tax Advisory Board and/or City Manager's Office.

CANNOT

- Request an extension of time.
- Request transfer of funds to another organization.

Contacts

- ~~Tammy Gardner, tgardner@torcnm.org Kristin Saavedra, kristins@torcnm.org , 894-6673 Ext. ~~320~~ 309~~
 - Review payment requests for compliance with agreements and ~~forward eligible requests to Finance Office~~ process compliant payments.
 - Submit copies of quarterly reports to City Hall.
 - (any other duties requested by the LT board)
- ~~Renee Cantin, rcantin@torcnm.org Angela Torres, atorres@torcnm.org , 894-6673 Ext. ~~301~~ 302~~
- ~~Lisa Gabaldon, Secretary lgabaldon@torcnm.org Dawn Barclay, dbarclay@torcnm.org 894-6673 Ext. ~~301~~ 304~~
 - Prepare meeting Agendas & Minutes
 - Forward quarterly and grant balance report to Lodgers Tax Advisory Board



Lodgers Tax Board Fund Recommendations:

- Removed stipulation in the “cannot” section that states the organization cannot request an increase in funds

Lodgers Tax Board Fund Recommendations

01/31/2019 to be sent for Commission approval on 02/27/2019:

GRANT APPLICATION (pages 6 & 7):

- ADDED GRANT APPLICATION INFORMATION FROM SUBRECIPIENT GRANTS
- Application(s) for annual funding must be completed and submitted by the deadline. Deadline is final, no other recourse is available. Other additional applications may be considered on a case by case basis, upon request.
- The Lodger’s Tax Advisory Board reviews the applications and makes recommendations to the City Commission for allocations.
- Applicants are invited to this meeting.

- THE LODGER'S TAX ADVISORY BOARD REVIEWS THE APPLICATIONS AND MAKES RECOMMENDATIONS TO THE CITY COMMISSION FOR ALLOCATIONS.
 - APPLICANTS ARE INVITED TO THIS MEETING

GRANT AGREEMENT (page 8):

- THE PURPOSE OF THE TAX IS TO BRING OVERNIGHT VISITORS TO THE CITY

PAYMENT REIMBURSEMENT REQUIREMENTS (PAGE 13):

- All funds must be spent and invoices turned into the City Manager's Office **no later than the last business day in May.**
- Invoices submitted after that date **WILL NOT BE PAID** and will be the responsibility of the Contractor.

QUARTERLY WORK / SPENDING REPORT (page 20):

- FAILURE TO REPORT, CAN AFFECT FUTURE GRANT FUNDING REQUESTS, INCLUDING REPORTS WITH NO ACTIVITY.
- THE CONTRACTOR SHALL BE SUBJECT TO LOSING 50% OF A QUARTERLY DRAW IF THE INVOICE IS NOT SUBMITTED BY THE DUE DATE.

CONTACTS (page 22):

- Tammy Gardner, tgardner@torcnm.org, 894-6673 Ext. 320
- Lisa Gabaldon, Secretary lgabaldon@torcnm.org 894-6673 Ext. 301

03.30.21 - RECOMMENDATIONS TO LODGER'S TAX BOARD:

PG 5:

- Grant-Lodger's Tax recipients are required to be nonprofits.
- A current certificate of this status must be submitted with the grant Lodger's Tax application.

PG 6:

PLEASE REMOVE BELOW SECTION AS THIS ONLY APPLIES TO SUBRECIPIENT

- Applicant must submit ~~previous year's audit report or internal/informal financial statement with application.~~

PG 7:

Deadline is final, no other recourse is available. Other additional applications may be considered on a case by case basis, upon request.

PG 8:

- No less than seventy-five percent (75%) of advertising budget (print, internet, billboard, TV, & radio) must be spent OUTSIDE of Sierra County.

Commented [KS3]: Isn't this section contradictory?

My recommendation would be to flip this percentage so 75% is inside the county and 25% is outside of the county

PG 13:

Invoices submitted after that date WILL NOT BE PAID

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PG 20:

- reports with no activity that show no activity without an explanation.

- The Contractor shall be subject to losing 50% of a quarterly draw if the invoice is not submitted by the due date.

Please remove as this applies

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deadline is the last business day of May

PG 22:

- Tammy Gardner, ~~tgardner@torcnm.org~~, Kristin Saavedra, kristins@torcnm.org, 894-6673 Ext. 320 309
- Renee Cantin, ~~rcantin@torcnm.org~~, Angela Torres, atorres@torcnm.org, 894-6673 Ext. 301 302

- Lisa Gabaldon, Secretary lgabaldon@torcnm.org— Dawn Barclay, dbarclay@torcnm.org, 894-6673 Ext. ~~301~~ 304

PROPOSED:

LODGERS TAX FY 2021/2022

Timeline Guidelines

DATE/DEADLINE	TASK/MEETING
03/30/21	LTAB Meeting
03/31/21	E-mail Application – incl. dates for BD & CC mtgs.
04/14/21	Application Deadline
04/20/21	Have App. & Eval. Forms to City Clerks
04/27/21	Lodgers Tax Advisory Board Allocation Recommendations
05/12/21	Email CAF, Apps., & Eval Forms to City Clerks
05/26/21	City Commission Allocation Approval
05/26/21	E-mail Notification to Apps & BD of Allocations
05/27/21	Contract Mailed/Notice E-mailed
06/15/21	Contract Deadline