



Lodger's Tax Board  
City Municipal Offices  
P.O. Box 1080  
103 Water Ave.  
Elephant Butte, New Mexico 87935  
575-744-4892  
Application for Lodger Tax Funds 2015

\_\_\_\_\_  
Name of Organization or Event

\_\_\_\_\_  
Date of Application

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
City                      State                      Zip                      Telephone Number                      Email Address

# in Organization \_\_\_\_\_ Are you a non-profit organization? YES NO If YES, please give EIN# \_\_\_\_\_

And Non-Profit Corporation Commission Authority Number \_\_\_\_\_

Amount Requested from the City of Elephant Butte Lodger's Tax (Fiscal Year 2015) \$ \_\_\_\_\_

\_\_\_\_\_  
Name of Event

\_\_\_\_\_  
Date of Event

\_\_\_\_\_  
Description of the Event or Activity

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Location of Event

How many people will attend this event? \_\_\_\_\_ Total number from outside Sierra County? \_\_\_\_\_

(if this is a new event use estimations and how you derived with the numbers) \_\_\_\_\_

\_\_\_\_\_  
What are your methods for tracking your event? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

If this is a new event, please provide information, web sites, or other detail to compare to your event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amounts and the years awarded by City of Elephant Butte in the past: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



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Give a proposed budget for your total advertising. (Example: radio, television, newspapers, brochures, magazines, posters and others. Please give detail of the other Lodger's Tax requests for the same advertising:

Type of Advertising	Amount Requested from City of Elephant Butte	Amount Requested from Truth or Consequences	Amount Requested from Sierra County
TOTALS			

Please Check One Below:

\_\_\_\_\_ Check here if you wish to use 50% of your awarded amount on trade or specific media type that you will do yourself, and be subject to the rules of the "out of area" provisions of the Lodgers Tax policy. In that specialty media, how will you promote The City of Elephant butte and the area in conjunction with your event? (Remaining 50% will be spent by the City for the marketing fund)

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OR

\_\_\_\_\_ Check here if you would like the city to spend 100% of your awarded amount for advertising and marketing your event, and list here the suggested trade or specialty media in which you wish the City to promote your event:

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APPLICANT UNDERSTANDS THAT FUNDS ALLOCATED FOR ADVERTISING YOUR EVENT WILL BE PLACED BY THE CITY IN ACCORDANCE TO THE MASTER MARKETING PLAN (unless otherwise approved).

APPLICANT UNDERSTANDS THAT ALL PRINTED MATERIALS THAT ARE PAID FOR FROM LODGER'S TAX MONIES SHALL INCLUDE THE WORDING "**PAID FOR BY THE CITY OF ELEPHANT BUTTE LODGERS TAX FUNDS**".

I HAVE READ AND UNDERSTAND THE RULES AND PROCEDURES AS ADOPTED MARCH 14, 2013

\_\_\_\_\_  
 Signature of Applicant or Applicant Agent

\_\_\_\_\_  
 Date

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For Board Use Only:

Amount to be recommended to City Council: \_\_\_\_\_ Any Special Instructions or Additional Comments: