

## Procedure for Application, Use and Reimbursement for City of Elephant Butte Lodgers Tax Funds

### POLICY:

The City of Elephant Butte has contracted a professional advertising firm for all City and City related promotions and marketing. A new policy has been created to maximize promotions and marketing based upon an adopted Marketing Plan. Approved Lodgers Tax funding will be used for the proposed event, through the City advertising firm. This process will allow the City to request matching Tourism Department Cooperative Advertising funds, and double the exposure for the City and events.

Some proposed events that are specialty in nature may need to be marketed to a targeted audience. The applicant will have the option to list specialty markets that should be targeted, or the applicant can utilize 50% of the authorized funding to go toward the specialty market they place themselves and the remaining 50% will be spent by the City.

The City of Elephant Butte understands the importance of bringing in visitors from out of the area, and would like to encourage applicants to market outside Sierra County. Therefore 70% of awarded Lodgers Tax grants must be spent on advertising more than 75 miles from Elephant Butte. Special considerations will be made for the following:

- a. Tee shirts printed and purchased in the area, but distributed or sold for participants or attendees to take out of the area, will be an outside area allowable expense.
- b. A portion of the two local papers are distributed outside the area, therefore 10% of the total amount spent in the local papers will be considered out of area.
- c. The *Chaparral* produced by *The Herald*, or any publications similar that have out of market distribution will be considered an out of area allowable expense.

NOTE: Advertisement on local area radio stations, does not reach "outside the area", therefore is not an allowable out of area expense.

The Lodgers Tax Board will evaluate all applications and make recommendations for funding to the City Council. The City Council will have final say on how the Lodgers tax dollars will be allocated.

The City Council has allocated 10% of the funding available for the Lodgers Tax Advertising Budget to be for "new" events. A new event is defined as an event that benefits Elephant Butte which has never been funded before through Elephant Butte Lodgers Tax funds in the past.

### PROCEDURE:

1. Any organization wishing to apply for Lodgers Tax funding must submit an Application for Lodger Tax Funds **NO LATER THAN April 1** of each year for funding for the upcoming fiscal year. The Lodgers Tax Board will review the application to verify that the request is in compliance with New Mexico State Statutes, and City Ordinances and Policies. Non-Profit Organizations must submit their non-profit EIN number with the application.
2. Any new, never funded events can submit at any time throughout the year and be considered for funding at the next Lodgers Tax Board meeting. The deadline to place an item on the next agenda is January 1, April 1, July 1 and October 1.
3. All applications must contain all information required to be considered:

- a. DESCRIPTION: The event must have a complete description to include the target audience, the time and hours of the event, if outside sales will be allowed, how much of the event will be inside Elephant Butte city limits, if liquor will be involved, how many attendees from out of the area have historically been or estimated to be here, and any other information that will clearly define the event.
  - b. BENEFIT REPORT: All application shall require a report explaining how the event will benefit the City of Elephant Butte. This shall be provided with quantitative data as to the return of investment received for Lodgers Tax funds. If this is a new event, then provide projected data.
  - c. ADVERTISING BUDGET: All applications shall include all advertising proposed, including locations, media and amounts proposed to each. All applications will include the amount of funds requested and/or received from any other Lodgers Tax Boards. If applicant wishes to promote even/City in a specialty media, they must determine if they want the City to provide this, or if the applicant wishes to do this themselves.
4. If the City Council agrees with the recommendation, a contract will be signed between the City of Elephant Butte and the Contractor. If the Contractor wishes to perform a portion of their own advertising, they must attest that: ***No less than seventy percent (70%) will be spent OUTSIDE (more than 75 miles from Elephant Butte) of Sierra County. In-County funds will be distributed at the same time or after the requests for out of county funds are paid.***
- For reimbursement, the Contractor will present the following:
- a. A copy of paid invoices needs to be submitted with the request for reimbursement. All ordering and purchasing MUST be in the name of the Contractor. Seventy percent (70%) of the advertising funds allocated to an organization must be spent OUTSIDE Sierra County.
  - b. The organization will submit a sample of the advertising purchased. The ad must include the words "Paid for by City of Elephant Butte Lodgers Tax Funds".
  - c. A copy of the bank cleared check, front and back, used to pay for each invoice needs to be included with each invoice submitted.
  - d. Please note that requests for reimbursement must be submitted no later than 90 days after the event. Any funds not reimbursed after 90 days will revert back to the Lodgers Tax Fund.
  - e. When all required documentation is submitted, it will be reviewed to verify that it is in compliance with the Lodgers Tax Policies, the contract and all applicable state statutes.
  - f. If documentation is not correct, or does not meet the requirements set forth in the contract, the City may reimburse contractor partial funds.
  - g. Reimbursement will then be made at the City's next regular check run.
5. If there are disputes between the Contractor and the City regarding reimbursement, the City Manager will determine if all policies and procedures are upheld. Contractor may appeal the Manager's decision to the City Council.
6. The City will make every attempt to give notice of application deadlines to any previous recipients, place an ad in the local newspapers and post applications and rules on the City of Elephant Butte web site.



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  
FY17- 7/1/16 thru 6/30/17

\_\_\_\_\_  
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 2017) \$ \_\_\_\_\_

\_\_\_\_\_  
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: