2023-2024 LODGERS' TAX GRANT APPLICATION
APPLICATION DUE BY 3:00PM MARCH 31ST, 2023

PART I: PROJECT INFORMATION

Complete one application for each project or event.

RECEIVED BY: _____

DATE: ___/___/_____

TIME: ___: ___ AM/PM

Organization Name	
Project/Event Name	
Event Date(s) and Location (if applicable)	
Event Organizer & Title within Organization (if applicable)	
Phone Number of Organizer	
Email of Organizer	
Organization Address	
Organization's Contact Person (If different than event organizer)	
Contact Phone and Email for Organization's Contact Person	

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: (Must match application page 4)	
Anticipated Attendance (not including volunteers/staff):	

PART 3: CRITERIA

Was this project/event funded in 2022-2023? Yes_____   No_____

How many times has your event occurred? List previous events years. If new, indicate "new":

_____

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

_____

_____

_____

_____

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

_____

_____

_____

_____

3. Describe the regions/cities in which you plan to market your project/event outside of Elephant Butte.

_____

_____

_____

_____

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?

_____

_____

_____

5. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees:

_____

_____

_____

_____

6. How many Facebook followers do you have for this event page or organization page (for a project)? _____ Instagram followers? _____

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate will be ad revenue will be generated? _____

8. If you are asking for funding for an existing website, be sure to attach analytics from previous year.

PART 4: 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 Board reserves the right to recommend denying funding of specific items within this budget during their recommendation to City Council.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
TOTAL AMOUNT REQUESTED: Must match page 1.		

PART 5: FINANCIAL DISCLOSURE CHECKLIST

All applicants for Lodgers' Tax funds must submit the following information. You are only required to submit this information once per fiscal year.

❏ IRS and Secretary of State proof of Good Standing

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 Elephant Butte and will deliver an evaluation report to the City Clerk no more than (60) days after the event or project completion, except when the events or projects occur between April 1st and May 15th, such evaluations must be submitted by the last day of May.

Print your name and title: _____

Signature: _____

Date: _____

LODGERS' TAX ADVISORY BOARD RECOMMENDATION:

SEND TO CITY COUNCIL FOR APPROVAL _____   DENY APPLICATION _____

**REASON FOR DENIAL _____

MOTION TO SEND TO CITY COUNCIL FOR APPROVAL MADE BY: _____

SECONDED BY: _____   MOTION CARRIED_____

LODGERS' TAX ADVISORY BOARD CHAIR AND/OR VICE CHAIR TO PRESENT APPLICATION TO CITY COUNCIL AT THE REGULARLY SCHEDULED APRIL CITY COUNCIL MEETING.