



**Town of Red River
PO Box 1020
Red River, NM 87558**

Request for Lodgers Tax Funding 2019-2020

The town of Red River is accepting proposals for the use of Lodgers' Tax funds for special events held in the period of July 1, 2019 through June 30, 2020.

Guidelines for Special Event funding through the Town of Red River

Statement

The Town of Red River's special event objective is to promote, publicize and advertise tourist related events within the municipality which result in direct economic benefit for the Town.. Funds will be available for organizations or individuals wishing to promote Red River through special event(s).

- Non-profit groups may ask for up to \$20,000 per fiscal year. Individuals or groups associated with a private business may ask for up to \$10,000 per fiscal year.
- Event funding may decrease or cease over succeeding years.
- Special consideration will be given to groups that wish to promote events lasting longer than one day, thereby encouraging overnight stays.
- The Town of Red River is exempt from all Special Event Funding policies.
- Previous funding does not guarantee future funding of an event.

Criteria

The following guidelines will be used to evaluate proposals: tourism promotion, compatibility with year-round calendar of events, innovativeness, funding history, marketing effectiveness, positive image of Red River, past and projected results, event evaluation and projected nights/stays.

A Special Event must meet one or more of the following requirements:

- A planned occurrence where the Town provides extraordinary services, including but not limited to; sanitation services, law enforcement, traffic control, fire, and/or emergency services, fencing or public works assistance.
- An artistic, cultural, entertainment, amusement event, promotional or performance

program which the Town may reasonably expect to draw more than 500 people in attendance on any one day. This includes spectator events such as concerts or music festivals.

- An industrial, educational, governmental, or social events consisting of one or more days at which attendance is by invitation or registration only.

All funded Special Events must have a beneficial impact for the Town of Red River, specifically by attracting overnight visitors to stay in Red River. Events must take place within Red River, unless determined by the Mayor, Town Administrator or Tourism Director to have a positive economic effect upon the Town. If the funded events are to be used for fundraising purposes, recipients of profits must receive prior approval from the Tourism Director or the Mayor.

Submission Requirements

The Lodgers' Tax Special Event Funding Packet will be available online on February 1, 2019. There will be a **mandatory required meeting** for all applicants on Wednesday February 6, 2019 at 10:00am or February 11, 2019 at 7:00 pm in the Council Chambers (located in the Red River Conference Center). If you wish to apply but cannot attend one of these meeting options in person, you may send a representative of your organization or request a link electronically to join the February 11th meeting. Applications will not be accepted from organizations that do not attend one of the meeting options.

Completed submissions are due by email response to jgrubbs@redriver.org by 4:00 pm on March 22, 2019. Incomplete submissions will be ruled invalid. Late applications for funding or in-kind funding will not be accepted. The Economic Development/Lodgers' Tax Committee will review proposals and make funding recommendations to the Mayor. Interviews will be held prior to this meeting if required.

Please note: The funding application is available online and presentations are no longer required. For new events, the committee may request an interview with the applicant.

Special Opportunities

Special Opportunities which may arise anytime throughout the year and which present an opportunity to significantly expand or change an existing event or create a new event. These opportunities will be considered on a case-by-case basis and assistance will be based upon available funds and anticipated impact on the economy.

Award Limitations

Award amounts are dependent upon funding availability, the number of proposals received, and the quality of the proposals.

The applicant must agree to provide 100% of the total eligible costs. Eligible costs will be reimbursed by the Town of Red River, pursuant to the agreement.

Eligible Expenses

Special Event funding from the Town of Red River may be used for advertising, hard costs associated with supporting an event (music, security, insurance or trash removal etc.) equipment rental, printing or mailing lists.

Ineligible Expenses

Special Event funding from the Town of Red River may not be used for commissions, trophies/awards/prizes, administrative costs, communications, travel expenses, shipping, software/hardware costs, or miscellaneous items sold for profit. If an item submitted for reimbursement is deemed questionable by the Tourism Director, the Mayor has final approval on its eligibility.

Requirements

To be considered for funding, the individual or group asking for funding will be required to meet the following qualifications and conditions prior to receiving funds:

- Submit a proposal to include a budget itemizing projected expenditures and revenues.
- Funding request must not be the sole source of funding for any event. Each proposal must show a 50% monetary or in-kind match for the event
- Each proposal must meet the qualifications of a Special Event as defined in policy.
- All advertising and promotional materials using Special Event funding must include the following:
 - A. In print advertisements and promotional materials, the Town of Red River logo must be included and clearly visible. In addition, the ad must say “For lodging and visitor information log onto www.redriver.org or call 575 754 3030”
 - B. In radio and television advertisements the ad must say “For lodging and visitor information log onto www.redriver.org or call 575 754 3030”
 - C. Only the Town of Red River logo and the logo of the group requesting funding may appear in any advertisement eligible for reimbursement. Any additional sponsors or logos must be pre-approved by the Tourism Director or the Mayor before being placed in advertising. Additional sponsors or logos appearing in advertisements without prior approval from the Tourism Director or the Mayor will invalidate the award.
- The individual or group requesting funding must maintain adequate liability insurance. A certificate of insurance must be provided by the contractor's insurance agency. It is the sole responsibility of the individual or group requesting funds to comply with the law. Proof of event insurance must be presented to the Tourism Director 7 days prior to the event.
- **Financial accountability reporting and request for reimbursement must be submitted within 60 days of the event. Report must include:**
 - A. A summary of event including a **post event budget of expenditures and revenues and post event evaluation form (included in the award packet) and event survey forms. Organizations failing to submit a follow-up report and completed survey forms may be rejected for future funding requests and/or reimbursement.**

- B. Copies of invoices and tear sheets, along with cancelled checks or signed credit card receipts must be included as proof of payment.
- C. Copies/clippings of flyers, banners, advertisements (newspaper, magazine, radio script, tv, social media paid or boosted) must accompany each vendor related invoice.
- All required materials must be presented to the Tourism Director for payment. Payments will be issued after invoices and tear sheets, a Post Evaluation, and finalized budget have been received.

Proposals must include the following:

Event Information:

Include a detailed description of the event and what you are requesting funding for. Be specific: advertising (print, radio, billboard, online etc.).. If applying for new events include a narrative description of each event.

Funding

- Explain your organization's' specific financial contributions towards the cost of the event(s).
- Include **actual expenses and revenue** for the last three years the event has been held with application.

Advertising and Promotion

- Present in detail your advertising and promotional plan for your event(s).
- Describe your target demographic (age, household income, home town).

Benefit to the Town of Red River

- Describe projected event attendance and how this was determined.
- Explain your plans for encouraging overnight stays during your event(s).
- Describe, in detail, the plan for encouraging attendees to visit local businesses
- Describe long-term plans for your event(s) and your plans for growth or change in the events from years past.
- If this event is a fundraiser please explain in detail who benefits and in what way..

History

- Include attendance figures for the past three years of the event(s) for which you are applying for funding and describe the method used in this calculation.
- Has attendance at this event(s) increased or decreased and why?
- Describe any lessons learned from previous event(s) and what you plan to do differently.

If the organization receives notice of an award you must present a budget of proposed use of Lodgers' Tax funding no later than six weeks prior to the approved event. This budget is subject to approval by the Tourism Director and the Mayor of Red River. Any change in this budget must be submitted, in writing, to; jgrubbs@redriver.org or mayor@redriver.org

Town Resources Needed for Event

The following checklist is designed to identify all services required for an event by event planners. It is the event organizer's responsibility to make sure all Town of Red River resources are identified and notified of services needed in a timely manner.

Town of Red River Departments (575) 754- 2277

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| Administration | Georgiana Rael |
| Finance | Kim Leach |
| Public Works | Isaac Cisneros |
| Emergency Medical Services | Dina Burnham |
| Marshal's Office | Tim Boren |
| Fire Department | Ron Burnham |
| Planning & Zoning | Ed Saint |
| Transit | Yolanda Acosta |

Conference Center

(575) 754-1708

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|------------------------|------------------|
| Tourism Director | Jenna Grubbs |
| Event Coordinator | Ellen Gay |
| Information Specialist | Jessica Cisneros |
| Maintenance | Benny Sanchez |

All alcohol services planned in the Conference Center must be arranged with the Event Coordinator or Tourism Director in advance. Facility alcohol service fees will apply.

Tent staking is not allowed in the park without prior written approval.

Important Timelines

- **2 months prior to event**
Submit a letter describing the event and requesting any services you may require. Include contact person info for any questions.
- **1 month prior to event**
Finalize all resources required and submit a copy, including a timeline, to all involved Department Heads.
- **2 weeks prior to event**
Make sure all work orders are submitted and scheduled.
- **60 days post event**
All invoicing and post-event evaluation due to the Tourism Director