



Town of Red River Special Event Lodgers' Tax Funding Application

You must attach a copy of your marketing budget/plan or fill plan below.

Name of Event:	
Date(s) of Event:	Estimated # of Attendees:
Name of Organization applying for funding:	
Amount Requested: \$	
Describe Event and what funds are being requested for: (attach additional pages if required)	
How will you promote and market the event?	
How will attendance be measured? Provide attendance records from the past 3 years and how calculated.	
Describe in-kind contribution from your organization:	
What will be added to the event to make it larger/different from past years?	

-Marketing/Promotion Budget Plan-

Eligible Expenses	Amount
Newspaper	
Magazine	
Radio	
Internet	
Printing	
Music	
Other	

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

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.

PAID receipts for all expenditures must be turned in for reimbursement.

Priority consideration will be given for events that promote overnight stays.

RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND TOWN ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN SIXTY (60) DAYS FOLLOWING THE EVENT OR I COULD FORFEIT THE FUNDS. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE TOWN OF RED RIVER AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE LODGERS' TAX COMMITTEE AND THE TOWN OF RED RIVER MAYOR. I ALSO UNDERSTAND THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION.

NAME (PRINT) OF APPLICANT MAKING REQUEST:	
SIGNATURE OF APPLICANT:	
ADDRESS/CITY/STATE/ZIP:	
PHONE:	EMAIL ADDRESS:
DATE SUBMITTED:	

- ATTACH UP TO 3 YEAR'S BUDGET WITH EXPENSES AND REVENUES AND PROPOSED BUDGET FOR EVENT
- PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK

E-MAIL OR DELIVER TO JGRUBBS@REDRIVER.ORG

TOURISM DIRECTOR
PO BOX 1020
101 W RIVER STREET
RED RIVER, NM 87558