



LODGERS' TAX FUNDING REQUEST PROCESS & MARKETING REQUIREMENTS

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds with the expectation for reimbursement from the city to make such a request through the city's application process and compliance with the City of Roswell's PA-0002- Lodgers' Tax policy.

The City of Roswell's PA0002-Lodgers' Tax policy was updated on April 10, 2023 and no longer requires marketing to be 30-miles outside of Roswell.

Application Process:

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will **bring out-of-town visitors to the City of Roswell and promote hotels stays**. The board provides recommendation to the Finance Committee.



Marketing Requirements: All advertising, marketing and promotional (printed, audio, T-shirts and/or social media/web paid ads, etc.) must have **"Paid in part by the City of Roswell Lodgers' Tax"** on advertisement and marketing material to be eligible. The City Lodger's Tax logo is available at <https://roswell-nm.gov/1392>. This is required on printed marketing materials. Please provide proof in the form of photos, copies, vendor letterhead on verbal ads (radio, TV) and screen shots (social media/web) upon submitting for reimbursement. You can find the invoice reimbursement submission guideline on-line.

Eligible marketing that is generally acceptable expenses related to advertising includes:

- A. Radio, television, newspaper, billboard or magazine advertisements
- B. Posters, brochures, flyers, postcards, or other marketing materials
- C. Postage for mailing qualified marketing materials
- D. Website, Facebook, or other internet **paid advertising placement**
- E. Free T-shirts for registration participants or attendees
- F. Police, Fire and Sanitation services are recognized as eligible expenses

The items listed below are generally not acceptable expenses related to events and do not constitute an all-inclusive list:

- A. Administrative, operational, or event manager costs (includes marketing firm services)
- B. Costumes
- C. Payments, other than placed advertisements, for entertainment
- D. Equipment rental
- E. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
- F. Gifts or in-kind expenses
- G. Lodging or travel
- H. Monetary awards
- I. Programs given out during the event
- J. Rent of facility
- K. Thank you advertisements after the event

I have read and understand the content and requirements provided for Lodgers' Tax Funding.

Printed Name: _____ **Signature:** _____ **Date:** _____



LODGERS' TAX FUNDING APPLICATION

Received Date: _____

Instructions:

1. Submit application and funding request to **tourism@roswell-nm.gov** by May 1, 2024, for events occurring between 7/1/24 - 12/31/24. Events occurring 1/1/25 - 6/30/25 are due by August 1, 2024.
2. Provide proof of attendance for past events and number of hotel rooms booked.
3. Follow instructions for submission and process per Policy PA0002 Lodgers' Tax. www.roswell-nm.gov/DocumentCenter/View/7726/Lodgers-Tax-Policy

Please see list of services provided by the city with applicable fees on page 7.

Today's Date: _____

Event Name: _____ Event Date: _____

Organization: _____ Event Time: _____

Event Address: _____ City/State/ZIP: _____

Website: _____ Phone: _____ Email: _____

Organizer: _____ Mobile: _____

Second Organizer: _____ Mobile: _____

EVENT DETAILS

Estimated # Attending: _____ Anticipated # of hotel rooms booked: _____

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: _____ # of hotel rooms booked: _____

Please submit the total amount of eligible expenses for your event on page 3. The city may reimburse up to 50% of that expense through Lodgers' Tax Funding.

e.g. You are spending a total of \$10,000.00 on eligible expenses (see page 3 for list). Your potential award recommendation by the city would be \$5,000.00 in reimbursement.

Description of Event Logistics:

OTB Date: _____ Finance Committee Date: _____ Council Date: _____

Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____



Permit #: _____

LODGERS' TAX FUNDING REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing, and promoting tourist-related attractions, facilities, and events. Lodgers' Tax is funded by overnight stays in Roswell.

Check here for First-time Event

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Eligible Expense	50% Eligible Reimbursement
<i>Example: Newspaper</i>	<i>Example: Dallas Morning News</i>	<i>Example: May 1-10, 2x 1/2 pg</i>	<i>Example: \$700</i>	<i>Example: \$350</i>

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Eligible Expense	50% Eligible Reimbursement
Police/Security			
Fire			
Clean-up/Sanitation			
T-Shirts (registered participant)			

Please note that an eligible expense may not fully qualify due to specific requirements. Refer to Lodgers' Tax Policy (PA002), see Page 1 examples.

TOTAL eligible expenses and potential reimbursement request (at 50%):		
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EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details on your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on Return on Investment (25 points), historical performance (20 points), cost of City services (15 points), other economic impact (10 points), track record of timely document submission to the City (10 points), general attendance (10 points) and event uniqueness (10 points).

Return on investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

Source for detail provided: _____

Historical performance (20 points): Include award dollars used, prior attendance and room nights.

Award dollars previously used: _____

Prior year attendance: _____

of overnight room nights booked: _____

Estimated cost of service request from City Departments (15 points):

Other Economic Impact (10 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

Attendance typee & transportation to Roswell: _____

Average daily spending on food/beverage: _____

Source for data provide listed above: _____

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

_____ Local
_____ Outside
_____ % of attendance from outside of Roswell

Source for data provided: _____

Uniqueness of event (10 points): What makes this event different from others?

Occupancy Tax Board Use Only

Return on Investment (1-25): _____
Historical Performance: (1-20): _____
Cost of City Services (1-15): _____
Other Economic Impact (1-10): _____

General Attendance (1-10): _____
Timely document submission (1-10): _____
Uniqueness of Event (1-10): _____
Total (100 possible): _____

EQUIPMENT RENTALS AND OTHER FEES

Instructions:

1. Submit permit application 120 days prior to event.
2. A 50% non-refundable deposit is required 90 days prior to event. Fee must be paid in full 30 days prior to event. Make checks payable to "City of Roswell" and list event name on memo line.
3. Insurance, permits and licenses for ALL event vendors must be submitted 90 days prior to event.
4. All maps of event must be submitted 90 days prior to event.
5. Email submission to tourism@roswell-nm.gov

Equipment	Price	Indicate Items/Amount Needed
City Personnel/Emergency Personnel	\$30 per hour per person \$50 per hour per person (Emergency)	
Barrel	\$2 each	
Barricades	\$10 each	
Warning Signs	\$10 each	
Sand Bags	\$5 each	
Water Hookup	\$75 per hookup	
Programmable Signs	\$300 each	
Cones	\$2 each	
City Vehicles or Mobile Equipment (Staff Must Operate)	\$100 per day per vehicle	
Trash Cans (44 Gallon)	\$1 per trash bag, trash cans provided free (1 per 25 people recommended)	
Sanitation Roll-Off Container - 20CY	\$394 (disposal charged separately)	
Sanitation Roll-Off Container - 30CY	\$394 (disposal charged separately)	
Sanitation Container - 300 Gallon	\$54.44	
Additional Clean Up for Litter or Other Incident	\$150 per incident	
Damage to City Property	Cost of repair per incident	

For a complete list of services, please visit roswell-nm.gov/special-events.

I, _____, do hereby declare that the enclosed scheduled event will be conducted in accordance with the requirements and recommendations made by the special event team. I understand that violations of ordinances or statutes will not be encouraged or permitted. I also understand that this permit, if approved, may be revoked by any member of the special event team, if, in their own opinion, any of the following occur: the event becomes a public nuisance, violations of statutes or ordinances are committed by any participant, any of the recommendations herein referred to as the "EVENT PERMIT" are not met. I understand that any significant changes (date, time, logistics, location and the like) to the event after the date it was reviewed by the special event permit committee will require that I resubmit the "EVENT PERMIT" to the committee members and/or obtain approval of the changes from the Special Events Coordinator. I hereby agree to pay the City of Roswell for services rendered in full 14 days prior to the event.

Additionally, I understand that the City of Roswell and the special event team, will not be held responsible for changes made by the event organizer or participating entities prior to or during the event.

Signature of Applicant: _____ Date: _____



STREET CLOSURE FORM

Permit #: _____

Today's Date: _____

Organization: _____

Address: _____ City/State/ZIP: _____

Event Name/Purpose of Closure: _____

Contact Person: _____ Phone: _____ Email: _____

Street(s) to be closed: _____

Date(s) to be closed: _____

For all street closures, it is necessary to contact those in the immediate area to see if the local businesses and residences have any special concerns. This is the responsibility of the organization making the request to close the street. Please leave all contacted businesses your contact information in case an issue occurs.

Please attach a map of the immediate area with the residences/businesses marked that were contacted. Attach a map showing how you propose to reroute traffic with any other traffic control that may be needed.

Please note that the city can set out barriers 1 hours earlier than the time requested to ensure knowledge prior to closure.

Email completed forms and additional documents to events@roswell-nm.gov.

Business/Residence	Address	Contacted		Concerns	Email to send permit
		Yes	No		

Fire Department Approved Not Approved Approved by: _____
 Concerns: _____

Police Department Approved Not Approved Approved by: _____
 Concerns: _____

Street Department Approved Not Approved Approved by: _____
 Concerns: _____