

**EDDY COUNTY
LODGERS TAX GRANT APPLICATION**

PROJECT TITLE: _____

FUNDING REQUESTED: _____

BRIEF PROJECT/EVENT NARRATIVE:

PROJECT/EVENT START DATE

PROJECT/EVENT COMPLETION DATE

REQUESTING ENTITY: _____

STREET ADDRESS: _____

CITY, STATE, ZIP: _____

CONTACT PERSON: _____ PHONE: _____

CONTACT EMAIL: _____

TYPE (FOR-PROFIT OR NON-PROFIT): _____

AUTHORIZED REQUESTOR: _____
DATE SIGNED

PRINTED NAME

SIGNATURE

FOR USE BY COUNTY ONLY

TOTAL FUNDING REQUEST: \$ _____

ELIGIBLE FOR LODGERS TAX FUNDING: \$ _____

FUNDING APPROVED BY LODGERS TAX COMMITTEE \$ _____

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3. Other Information: [answer the following questions]

3.1 List the objectives for your project or event.

3.2 List the target markets and provide a description of the method and type of promotion/advertising and media to be used.

3.3 Describe the method to be used to determine the impact of the project/event on Lodgers tax and gross receipts tax.

3.4 Describe how this project/event advertises and promotes Eddy County as a destination which results in overnight stays that include other revenue generating activities in the community.

3.5 Describe how this project/event enhances future promotion of the County as a destination.

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3.6 List any partners that will provide funding for your project/event.

Partner Name	Partner Contribution
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

4. Provide the Project/Event Advertising Budget [attach copy of budget, pro-forma, or other financial information]

4.1	Newspapers		
	Artesia Newspaper		\$ _____
	Carlsbad Newspaper		\$ _____
	Non-local newspapers	_____	\$ _____
		_____	\$ _____
		_____	\$ _____
4.2	Magazines	_____	\$ _____
		_____	\$ _____
		_____	\$ _____
4.3	Mailings	In County	\$ _____
		Out of County	\$ _____
4.4	Posters	In County	\$ _____
		Out of County	\$ _____
4.5	Radio	In County	\$ _____
		Out of County	\$ _____
4.6	Television	In County	\$ _____
		Out of County	\$ _____

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5. Provide a detail cost breakdown for the cost of the Project/Event [attach copy of budget, pro-forma, or other financial information]

6. Provide any attendance information related to similar projects/events that you have sponsored within the last 3 years. [state "NONE" if there are no prior similar events]

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ELIGIBILITY

- Only projects or events occurring in the unincorporated portion of the County are eligible for County Lodger Tax funds.

SUBMISSION REQUIREMENTS

- Any questions about the Application form should be addressed to Community/Administrative Services Director by phone at 575-887-9511.
- All Lodgers Tax Grant Requests must be in the format as shown in this application. Failure to complete the application in its entirety will automatically disqualify the Request.
- The original Application must be submitted to the Community Services Office located at 101 West Greene Street, Carlsbad, NM.
- Applications will be reviewed at the regular meeting of the Lodgers Tax Advisory Committee. Applicants must be present at the meeting for their applications to be considered at the meeting.

PAYMENT STIPULATIONS

- Note that all grants are “expense reimbursement” type grants. This means that you will have to pay for your costs/expenses prior to submitting to the County for reimbursement.
- Once a project/event has been approved by the Lodgers Tax Advisory Committee, requests for reimbursement must be submitted to the Community Services Office located at 101 West Main Street, Carlsbad, NM. Effective submissions will provide an invoice listing the qualified expenses along with related invoices, canceled checks, paid receipts, etc. Once requested reimbursements have been reviewed and accepted, the reimbursements will be paid through the County’s normal bill paying process.
- All advertising, promotion items, trophies, awards or an other items purchased through Lodger's Tax funding **MUST** have "**Paid by Eddy County Lodger's Tax**" on the item. Failure to do so will disqualify those expenses from being considered for payment.