

**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 Other Advertisement

(Please select in or out of county) Magazines	\$ _____
Mailings	\$ _____
Posters	\$ _____
Radio	\$ _____
Television	\$ _____

4.3 Misc./Other

- Equipment Rental (Please specify) _____	\$ _____
- Apparel (Please specify) _____	\$ _____
- Banners/Flyers (Please specify) _____	\$ _____
- Other (Please specify) _____	\$ _____

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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 the County Manager 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 County Manager's 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.
- **"Sponsored or paid for by Eddy County Lodgers Tax" must be printed on all merchandise and mentioned in radio ads. A word-for-word transcript of the radio advertisement should be included on/with the invoice.**

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 County Manager's Office located at 101 West Main Street, Carlsbad, NM. Effective submissions will provide an invoice listing the qualified expenses along with related invoices, cancelled checks, paid receipts, etc. Once requested reimbursements have been reviewed and accepted, the reimbursements will be paid thru the County's normal bill paying process.
- **Receipts must be submitted to Eddy County within 60 calendar days of completing the project/event date in order to receive reimbursement.**

Please read and initial if you agree to the specific terms, conditions or statements on this application.