



LODGERS TAX FY 2019

Events July 1, 2018-June 30, 2019

APPLICATION AND INSTRUCTIONS

Contact Info for Questions:

jlazarz@gallupnm.gov

505-863-1227

Submit completed applications by mail to:

Tourism & Marketing Manager

110 W Aztec

Gallup NM 87301

*Applications will not be accepted in person at the Tourism Office or via email submission.
You may drop them off at the City Clerk's office at City Hall for the mail box.*

REQUEST FOR PROPOSAL 2018-2019 LODGERS' TAX FUNDS

- A. APPLICATION CONSIDERATION:
For events between **July 1, 2018 and June 30, 2019** best consideration for funding submit by the following dates:
March 16, 2018
June 8, 2018
September 7, 2018
January 4, 2019
March 1, 2019
- B. OBTAIN APPLICATION: Applications can be obtained on the city website under Tourism- Lodgers Tax.
- C. ELIGIBILITY: Any organization, which promotes travel and tourism for the benefit of the Gallup area and has an established organization and leadership, which can accomplish the proposed project and can comply with all applicable conditions. The application will be reviewed by the Lodgers' Tax Committee for recommendation for approval or disapproval by the City Council. Decisions will be returned in writing to the applicant indicating approval or disapproval. Approved projects will receive notification of the funding amount, administrative guidelines and any special conditions of funding.
- D. CRITERIA FOR APPROVAL: 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 Gallup; Project Business and Marketing Scope; Past and Projected Results and Project Evaluation.
- E. Only one application per event/project. Multiple organizations may not apply for the same event.

2018-2019 FUNDING PRIORITIES/GUIDELINES

RECOMMENDED FUNDING LEVELS

You may request alternate funding than the levels below but please consider the overall tourism revenues impact of your event when applying.

1. No single project or event will receive more than \$25,000 [Exemption: Gallup Inter-tribal Indian Ceremonial]. City Events put on by the City itself are not funded through the Grant Portion of Lodgers Tax Funding.
2. A minimum of two (2) night's stay in Gallup is suggested for any events required for funding between \$12,500 and \$25,000.
3. Events or projects with one (1) night's stay in Gallup it is suggested you apply at a maximum of \$12,500.
4. Events or projects requiring no overnight stay in Gallup shall receive no more than \$5,000.

REPORTING REQUIREMENTS/TIMELINES

EVENT DATES, CANCELLATIONS, CHANGES
All recipients of Lodgers' Tax funds are responsible for completing the proposed project within the approved time-period upon the application. *Changes to event dates must be submitted in writing no less than 30 days prior to the event.* Should an event get moved outside of the Fiscal Year the grant award is automatically terminated and a new application must be submitted for the next Fiscal Year.

EXPENDITURES REPORT

A final report with substantiating documentation of expenditures is required 60 days after event. Recipients are responsible for filing financial reports and timely evaluation reports. After 60 days applicants will be given a first notification via email and then two weeks later a final notification in certified mail. After the final notification, the award will be cancelled and the funds distributed for another project.

LODGERS' TAX FUNDS GENERAL CONDITIONS 2018-2019 PROPOSALS

TIMELINE FOR FUNDING REQUESTS

No later than 60 days after completion of the project, each recipient of Lodges' Tax funds will submit to the Lodgers' Tax Committee proof of expenditures as outlined in the expenditures chart. Financial statements are required from each project as stipulated in the attached Letter of Transmittal. Project status reports may be requested.

Receipts/invoices and proof of payment must be submitted with appropriate materials outlined in the reimbursement guide provided at the time of your award notice.

EVALUATION FORM

An evaluation is required for each project or event receiving Lodgers' Tax Funds. Evaluations must be returned to the Lodgers' Tax Committee within 60 days of the completion of the project or event and will not be accepted with the application. Reward funds will not be reimbursed without complete submission of financial materials and the evaluation form. ***The evaluation form is included in the attached materials but should not be submitted with the application.***

SUBMIT ALL MATERIALS TO:

Tourism and Marketing Manager
City of Gallup
110 W. Aztec Ave
Gallup NM 87301

In-person materials drop off at the City Clerk's office, applications will not be accepted in the Tourism Office or at the City Manager's Office.

BRANDING REQUIREMENTS

All recipients of Lodgers' Tax funds must list the City of Gallup Lodger's Tax as a Contributor on all advertisements, brochures and other mediated materials by using the GallupRealTrue logo. ***No previous Lodgers Tax logos will be accepted on FY19 materials.*** Logos and guide will be provided at time of award notification.

The City of Gallup's Lodgers' Tax Committee invites proposals to promote tourism and related activities. Best funding is available for grant applicants the earlier they apply for their event.

Note: These documents constitute a "Request for Proposals" or RFP. It is a request for an offer. As such, it allows alternate offers or proposals to be considered and the terms and conditions may be subject to negotiations to reach best and final offers. All information requested for submittal should be included with the offer, and exceptions or alternates clearly noted.

NON-DISCRIMINATION: The City of Gallup does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the employment or the provision of services. Contractors shall be in compliance with the A.D.A. requirements.

INTERVIEWS: Interviews will be conducted with all responsible Offerors who submit proposals found to be reasonably likely to be selected for award. Offerors submitting proposals will be afforded an opportunity for discussion and revision after submission and prior to award for the purpose of obtaining best and final offers. The awards shall be made to the responsible Offeror(s) whose proposals are most advantageous in promoting tourism in the City of Gallup.

Proposals shall be evaluated on the basis of demonstrated competence and qualification for the type of service required, and based on the criteria set forth in the request for proposal. The Lodgers' Tax Committee will evaluate all proposals and conduct interviews.

The City is under no obligation to conduct any interviews or discussions with an Offeror. This request and all attachments will be considered part of the resultant contract and/or purchase order.

APPROPRIATIONS: The terms of this agreement are contingent upon sufficient monies being made available by the City of Gallup for the performance of this agreement. If sufficient appropriations and authorizations are not made by the City of Gallup, this agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

CONTACTS: If clarification is needed on the General Conditions of this proposal, contact the Tourism Office at (505) 863-1227.

INCURRING COST: Any cost incurred by the Offeror in preparation, transmittal, cancellation, presentation of any proposal or materials submitted in response to this RFP shall be borne solely by the Offeror.

AWARD: Tentative awards will be made by the Lodgers' Tax Committee with recommendations to the City of Gallup Council, for final approval.

Notice to Offeror(s): Unnecessarily elaborate responses beyond that sufficient to present a complete and effective response to the solicitations are not desired and may be construed as an indication of the Offeror's' lack of cost consciousness. Unless specifically requested in the solicitation, elaborate art work, corporate brochures, lengthy narratives, expensive paper, specialized binding, and other extraneous presentation materials are neither necessary nor desired.

THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS IN WHOLE OR IN PART, TO WAIVE INFORMALITIES OR TECHNICALITIES AT ITS OPTION, AND TO ACCEPT THE PROPOSAL IT DEEMS TO BE IN THE BEST INTERESTS OF THE CITY OF GALLUP.



2018- 2019 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Organization Name (As Listed on W9):	
Event Name:	
Event Date(s):	
Event Organizer & Title within Organization:	
Phone Number of Organizer:	
Email of Organizer:	
Organization Address:	
Contact Person (If different than person who prepares application):	
Contact Phone and Email for Secondary Person:	
Event Location:	

PART 2: PROJECT COST AND FUNDING REQUEST

Lodgers Tax Grant Funding Requested:	
Total Anticipated Project/Event Cost:	
Additional Funding Sources:	
In-kind Contributions:	
Other Anticipated Sources for Future Development:	
Anticipated Number of Volunteers:	
Anticipated Attendance (not including volunteers/staff):	

PART 3: CRITERIA

Were you funded in 2017-2018? Circle one: Yes/No

How much have you received in previous grants (list year/award amount)?

How many times has your event occurred? Please list years of previous events.
If new, just indicate "new":

Is your organization a non-profit? _____ (Must provide copy of non-profit status with application)

1. Define/Describe the overall project/event (what is happening at the event?):

2. Who is your target audience for your event and advertising (who do you want to see it and come?)

3. Describe the regions/cities in which you plan to market your event outside of Gallup?

4. Describe your event assessment/evaluation plans in terms of counting your participants, where they are from, their hotel stays, etc:

ADVERTISING PLAN AND BUDGET

Fill out this chart with your advertising plan and the estimated costs for these ads. We recommend you contact the agencies in advance to get advertising quotes to help with your budget. You do not however need to submit quotes in advance.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Date of Ad Publication or Item purchase	Cost
Example: Facebook	Promotion/Boost	July 20-27, 2018	\$10
Example: Sportsworld	Team Jerseys	September 1, 2018	\$650
		TOTAL COST OF MARKETING:	

PART 4: LODGERS' TAX GOALS & PURPOSES

Lodgers' Tax Funds are allocated to meet the purposes and goals of the City of Gallup regarding advertising, marketing, and promotion of tourism related events, activities, and facilities.

Describe how your event will increase tourism in the area and impact lodging:

Describe any partnerships/collaborations your organization will engage in to successfully complete your event:

By submitting this application you agree to the following (initial next to each):

- _____ Promote a positive image for Gallup
- _____ Promote a positive service culture in Gallup
- _____ Increase your organization's capacity to develop resources and funds, and reduce reliance on Lodgers' tax funding
- _____ Submit materials only related to advertising, promotion, and marketing of Gallup that use the GallupRealTrue logos per brand guidelines
- _____ You will NOT use the City of Gallup logo without written email permission from the Tourism and Marketing Manager

PART 5: FINANCIAL DISCLOSURE CHECKLIST As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information:

- Complete Budget for Event/Special Activity/Project (in addition to advertising chart)
- A written statement explaining how your organization is cultivating on-going funding that supports your organizational growth in addition to the use of Lodgers Tax Grant monies.
- 2018 Updated IRS Form W-9 Request for Taxpayer Identification Number and Certification (new applicants only)

PART 6: ASSURANCES AND CERTIFICATIONS

I/WE CERTIFY THAT I/WE AM/ARE AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE.

IF FUNDED, WE WILL KEEP A CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF GALLUP, AND WILL DELIVER AN ANNUAL EVALUATION REPORT TO THE CITY ON OR BEFORE THE DATE ESTABLISHED FOR SUBMITTAL.

Print your name and title: _____

Signature: _____

Date: _____

LODGERS' TAX PROPOSAL LETTER OF TRANSMITTAL

THE UNDERSIGNED CERTIFIES THAT THEY HAVE READ AND UNDERSTAND THE ABOVE GENERAL CONDITIONS AND THAT THEY ACCEPT THESE CONDITIONS AND SUBMIT THE ATTACHED PROPOSAL IN FULL COMPLIANCE WITH THESE CONDITIONS AND THE APPLICABLE PROPOSAL SPECIFICATIONS.

IN SUBMITTING THIS PROPOSAL, THE OFFEROR REPRESENTS THAT THE OFFEROR HAS FAMILIARIZED THEMSELVES WITH THE NATURE AND EXTENT OF THE REQUEST FOR PROPOSALS DEALING WITH FEDERAL, STATE AND LOCAL REQUIREMENTS WHICH ARE A PART OF THESE REQUEST FOR PROPOSALS. THE OFFEROR WILL COMPLY WITH ALL APPLICABLE FEDERAL AND STATE LAWS, LOCAL ORDINANCES AND THE RULES AND REGULATIONS OF ALL AUTHORITIES HAVING JURISDICTION OVER THE SERVICES BEING PROPOSED.

EVALUATIONS AND FINANCIAL STATEMENTS ARE A REQUIREMENT OF THE PROPOSALS AND MUST BE SUBMITTED IN A TIMELY MANNER, BUT NO LATER THAN THIRTY (60) DAYS AFTER THE EVENT. EVENTS TAKING PLACE IN JUNE MUST SUBMIT THEIR MATERIALS WITHIN THIRTY (30) DAYS OF THE END OF THE FISCAL YEAR, JUNE 30TH. FAILURE TO SUBMIT FINANCIAL STATEMENTS AND EVALUATIONS WILL BE CAUSE TO RETURN ANY AWARDS FOR THAT YEAR, AND MAY JEOPARDIZE FUTURE AWARDS.

NAME OF FIRM ON W9 _____

AUTHORIZED SIGNATURE _____

NAME PRINTED OR TYPED _____

TITLE/POSITION _____

DATE: _____

ADDRESS: _____ CITY, STATE, ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____ E-MAIL: _____



2018-2019 LODGERS' TAX GRANT ADVERTISING AGREEMENT

Fill out the top portion (not the amount awarded) and organization agreement. A signed copy will be returned to you pending approval of a grant.

The undersigned has been awarded Lodgers' Tax by the City of Gallup to promote the following event in the City of Gallup, New Mexico:

NAME OF EVENT: _____

ENTITY PUTTING ON EVENT: _____

Mailing Address: _____

DATES OF EVENT: _____

AMOUNT AWARDED (to be filled out by City of Gallup): _____

The undersigned understands and agrees that the Lodgers' Tax awarded by the City of Gallup can only be used for advertising, publicizing, promoting and marketing of the above named event and agrees to use the Lodgers' Tax and GallupRealTrue logos in their materials.

The undersigned further understands and agrees that the Lodgers' Tax funds awarded will not be advanced by the City of Gallup, but that upon presentment of PAID RECEIPTS by undersigned to the City of Gallup, the City of Gallup will reimburse undersigned for the advertising, publicizing, promoting and/or marketing expenses incurred.

CONTACT PERSON FOR EVENT: _____

PHONE NUMBER: _____ EMAIL: _____

THIS AGREEMENT entered into the last dated signature set out below.

ORGANIZATION: _____

SIGNATURE: _____ Date: _____

PRINTED NAME: _____

CITY OF GALLUP:

By: _____
110 West Aztec, Gallup, NM 87301 (505) 863-1227

Date: _____



EVALUATION FORM: 2018-2019 LODGERS' TAX EVENT REPORT
(Turn in with final funding draw of grant, NOT with the application)

PART I: CONTACT INFORMATION Date of this Evaluation Form: _____

Organization Name (As Listed on W9):	
Event Name:	
Event Date(s):	
Event Organizer & Title within Organization:	
Phone Number of Organizer:	
Email of Organizer:	
Event Location(s):	

PART II: RESULTS

Number of participants at your event (not volunteers/staff):	
Number of volunteers/staff at your event:	

How did you calculate your event attendance:

Describe your advertising/marketing/promotional plan and how you used the funds to achieve it:

Describe the event's impact on businesses and residents located in Gallup:

Include your expense report, receipts, cancelled check, credit card receipts. You may make up to three reimbursement requests. Failure to submit an evaluation form and post-event expense report will result in denial of further funds in upcoming years.