



**LODGERS TAX
BEST PRACTICES
ADVERTISING AND
EXPENDITURES GUIDE**

**Includes: Expenses not covered by
Lodgers Tax Funding**

UPDATED JANUARY 17, 2018

2018-2019 LODGER'S TAX GRANT AWARD EXPENDITURE GUIDELINES

In an effort to reach the best possible audience to generate the greatest impact to the Gallup community there are new regulations about marketing, promotions, and advertising expenditures of a Lodgers' Tax Award. The objective of Lodger's Tax is to bring revenues into the community by making advertising, promotion, and marketing grants available.

Not covered:

- Food of any kind
- Items given in "goodie bags"- UNLESS the materials have the GallupRealTrue logo (Promotional items that have the logo can be VERY creative and inspire organic social media marketing by your participants. Example- A GallupRealTrue Anti-chaffing stick for runners, or a GallupRealTrue bike pump for an emergency repair kit for bicycles)
- Event expenses (costs of making your actual event happen in the first place), such as fireworks, fences, etc.
- Event Decorations
- Website construction/maintenance: Lodgers' Tax no longer covers the construction of a website. Lodger's Tax DOES cover the social media or digital marketing required to draw traffic to a website. The website is an extension of our business- we cover what you do to drive traffic to your business. Google ads and boosts on social media for example, would be covered.

REIMBURSEMENT REQUESTS

All requests must be made in no more 3 draws and must be completed no later than 60 days after the event. Failure to submit the Evaluation Form with the final draw for funds will result in denial of future Lodgers Tax Grant Funds. All funds will be released back into the grant pool after 60 days from the event date. The Tourism and Marketing Manager will submit one (1) reminder email at approximately 30 days after the event date and the termination of the funds will be automatic at 60 days. Awardees will be notified via standard mail.

Submit the following materials to the Tourism and Marketing Manager's Mailbox at the City Clerk's office in City Hall to submit a reimbursement request:

- Letter of reimbursement request that includes the following: Organization name (as on the w9 submitted with the application), amount awarded, amount of the request, list of the vendors and amounts paid to each vendor.
- Attach materials per the chart "what to turn in" section enclosed in this application.
- Final Draw: Evaluation Form

RECEIPT/INVOICE GUIDELINES

All receipts and invoices must be accompanied by a cancelled check or proof of credit card transaction. In addition, invoices/receipts must include the date of the transaction, descriptions and quantities of the items, the address and contact information for the business, and the method of payment given to the vendor.

**2018-2019 LODGER'S TAX GRANT AWARD
EXPENDITURE GUIDELINES CHART**

| Ad/Promotions Medium | What is recommended | Why/Who it reaches | What to turn in for reimbursement |
|--|---|---|--|
| Social media | Advertising targeting audiences NOT in Gallup (four corners and bigger) as well as by specific interests | Largest range, cheapest most accessible to the audience | Receipts from the individual platforms and the email report that tells the engagement |
| Video Production | The production of a video for a digital ad campaign | Really engages people in the experience of your event; we recommend you use text overlay- you want people to learn something even if the volume is off | Receipt from company, link or thumb drive of final product. Written consent for us to share your video |
| Print Ad Design | Graphic design and layout of an ad | Higher quality visual images/info | Copy of receipt that includes hours billed for design |
| Newspapers | Papers in the four corners region outside of the Gallup area- especially Farmington, Albuquerque, Durango, Flagstaff | Reaches people outside the community with something they can hang onto. Tends to hit an older demographic. | Copy of print ad, receipt |
| Magazines | Demographic specific- based on the interest groups who like your kind of event, not in Gallup | You're narrowing who you're trying to access- they already have an interest in your kind of event | Copy of print ad, receipt |
| Digital Radio (app based- Pandora, Spotify, IHeart online) | Any ads; Can target specific ages, races, zip codes. 15 seconds or less is idea and video is most effective. Recommended text overlay and voice over. | Customizable engagement and you pay for a specific number of engagements instead of a splatter of them. (If the app is opened by the user then it counts) | Link to ad proof (emailed) OR copy of ad on a thumb drive, receipt from specific platform |

| Ad/Promotions Medium | What is recommended | Why/Who it reaches | What to turn in for reimbursement |
|--|---|---|---|
| Google | All of the services regarding advertising, website boosts, etc | Boosts of websites, sidebar ads, paying to get your website to show up higher in a search or as a sponsored ad | Receipt from Google |
| Billboards | Any billboards qualify for the award. | Travelers look up and catch people's interest | The spec sheet that has the map location of the billboard (make sure its facing toward coming into Gallup, not going away from us), image of the billboard AFTER it's installed. Receipt OR copy of contract. |
| T-Shirts, Tote Bags, Duffle Bags, bandanas, pens, keychains, lanyards or other promotional items | Any (MUST have Gallup Real True & Lodger's Tax logos) | People take them home and wear them in their communities | Copy of product design on paper, receipt |
| Trophies | Any (MUST say City of Gallup, even custom Native pottery) | The custom stuff makes people talk- the more artistic the better | Photograph/image of the trophies and what is on them, receipt |
| Radio | Creative exposure that extends beyond Gallup, particularly in the four corners region. | Wide spread of hits, with no way to track who exactly catches it. Effective for more rural areas (reservations, areas along highways) | Copy of radio ad draft (can be the text transcript), history of when the ad ran, receipt from station |
| Television | Any, preferred not in our market, short and sweet recommended (no more than 15 seconds) | See notes about different types of tv ads- it depends on when your ad plays. | Link or thumb drive copy of ad, receipt |
| Hotel TV channels | Any, preferably along Rte 66 or I-40 coming toward Gallup | Hitting people already traveling | Copy of final ad, receipt |

| Ad/Promotions Medium | What is recommended | Why/Who it reaches | What to turn in for reimbursement |
|---|--|--|--|
| Banners (Print) | Large placement on major roads or areas that get public attention for a few days before the event. | Large visibility areas | Copy of what is on the banner, receipt |
| Posters & Flyers (Print) | Take the time to distribute in the four corners region and at all the visitors center in the area. | Unless you're traveling the 4 corners region this isn't effective in attracting tourism related visitation | Copy of poster/flyer, receipt |
| Event Booklet/Brochure (given at event) | Covered, must have appropriate branding | Some people collect brochures and flyers regularly and these often travel home. | Copy of brochure/Booklet, receipt |

ADVERTISING TIPS & RECOMMENDATIONS

Social Media Advertising- target regions outside of Gallup, you can change the age, gender, demographic, and interests of who you are targeting through paid ads. Ads must have an image or video for best demographic capture.

- Facebook: Put in your image or video, click “boost post”. From here you can choose the demographics, budget, time of reach. There are two kinds of reach: organic and paid. Organic is what would show up without a paid boost, paid is what you’re asking FB to put out there. FB also tracks who clicks or shares your ads as well.
- Instagram: make sure you have an event hashtag and a way for the folks who love your event to share their photo experiences. Make sure you have an account for people to tag into. Users have the option to share their posts to FB.
- Twitter: this is a dying platform. Forget it. It doesn’t direct traffic to your website or other areas focused on your event.
- Snapchat: Geofilter- you can pay for a filter to advertise your event. You pay based on where it is and what it looks like.
- Target Specific FB groups: look up lovers of your activity and see if they have group social media pages dedicated to that. If they do, see if you can post your flyer on those pages.

Trade/Industry Magazines and Digital Advertising- The BEST plan of action next to social media is to target publications that specifically cater to your interest group, and advertise both in print and on their digital platforms (banners, web ads, e-blasts, newsletters, FB endorsements).

- Look at circulation of the publication and subscribers to digital press
- “Bang for your buck”- look at timelines for when your traditional customer is planning their season or excursion, look at the age demographic of your consumer to determine the percentages of which way to go print vs. digital

Youtube channel: does your organization have a lot of video? Post your videos, share them!!!

Advertising to the local community can be done at low or no cost in the Community Calendars of the Gallup Sun, Gallup Independent, and Gallup Journey. In addition, many radio station hosts in our area love to have conversations about events that greatly impact our quality of life.

Photos and Videos sell events, not shopping lists of what people can do.

REGIONAL ADVERTISING ASSISTANCE LIST

- This is NOT a comprehensive list however it is meant to assist you with your advertising efforts.
- With regard to radio advertising: Based on Google search results this list only represents one radio group per market. There are in all of these markets many radio stations.
- Almost all newspapers have online platforms and community calendars.
- Most print media AND digital media will design the ad for you depending on what you're advertising and where.
- Western Texas, Phoenix, and larger metropolitan areas of Colorado are not included here however advertising in those regions is very encouraged, especially via social or digital media.

BILLBOARD ADVERTISING

All of these have their own websites as well for more general information

- Lamar: Danielle Marquez, 505-255-4460, dmarquez@lamar.com
- American Outdoor: Troy 602-687-9220, sales@americanoutdoor.net
- Arizona Billboard: 877-882-9250, kr@arizonabillboardcompany.com
- Albuquerque Journal Digital Signage- at all Albuquerque Smith's Stores (See ABQ under NM)
- Clear Channel Outdoor: abq.clearchanneloutdoor.com (also has digital signage in markets across the country) also has store based digital signage.
- Outfront Media (Arizona, Phoenix)- Digital and regular billboards: 209-466-5021

MISCELLANEOUS/MULTI-REGION

- Adventure Pro: adventurepro.com - Arizona, Colorado, New Mexico, Utah **sales-local@adventurepro.us**, **editor@adventurepro.us** 970-375-4576
- New Mexico Magazine: www.nmmagazine.com, Lianne Joy Aponte 505-585-5569 lianne@nmmagazine.com
- National Park Journal Grand Canyon: Florian Hermann 303-506-8754 florian@hms-global.com
- Travel 50 & Beyond Magazine: Carlee Mausner 713-974-6903
- Leading the Way Magazine: Kathleen Manolescu **kmanolescu@gmail.com** 505-905-1186
- Elevation Outdoors Magazine: elevationoutdoors.com Martha Evans **martha@elevationoutdoors.com** (senior account executive)
- Navajo Times: Advertising Department 928-871-1145 **advertise@navajotimes.com** (There is a rate sheet on their website)
- Native Peoples Magazine: **info@nativepeoples.com** 602-265-4855
- KOB TV (over the air/cable): Elizabeth Ley (Account Executive) Direct Line: 505-326-1141 xt. 1134, Cell: 505-330-3852, eley@kob.com Can work out special deals to fill last minute advertising spots but also have repeat airing deals. Pictures, video, or they will film themselves (they will change for that)- Stills. They can make stills look pretty dynamic. Pictures with info- they will take care of the script. Sometimes it is beneficial to have two spots 50/50 run

depending on the content. For them to create a spot for you: The cost to do a 15 second spot is \$275 (not including air time) The cost for a 30 second spot is \$425 (not including air time) Coming TO Gallup to film is \$500 plus the fee.

- Community Calendar of KOB TV: When events are free to the public- they will either match or put it on the air as community calendar. They will match as long as the event is free too- so if someone spends \$1K they'll match that in advertising as long as they are listed as an official sponsor.

ARIZONA

FLAGSTAFF

- Flagstaff Publishing encompasses: Arizona Daily Sun, Mountain Living Magazine, Flagstaff Live
- azdailysun.com
 - standard print ads, digital ads- banners, pop ups on their homepage, local flyers section Colleen Brady- Advertising Director (AZ Daily Sun, Mountain Living Magazine)-556-2279 Kim Duncan- Account Executive (Flagstaff Live)-556-2287
- Great Circle Media: Serves eight radio stations in the Flagstaff Area www.gcmaz.com Fill out the "Advertise with Great Circle Media" Form and they will contact you

TUCSON

- Arizona Daily Star tucson.com

Print and digital editions- Retail Display: 520-573-4495 Online: 520-807-8448

- Tucson Weekly & Tucson Local Media

Represent: Tucson Weekly, Desert Times, Explorer News, Marana News, Foothills News

- tucsonweekly.com
- tucsonlocalmedia.com

Print and digital editions, newsletter it emails its target area; You can submit an event to their events calendar by clicking "submit a listing"- then creating an account through Facebook.

Kristin Chester, Account Executive: 520-797-4384x 25, kristin@tucsonlocalmedia.com

(although if you can't reach her call the number and leave off the extension, there are about 10 account executives)

- ihearttucsonadvertising.com- 7 stations, two languages. Submit the online form.

COLORADO

- Ballantine Communications- extensive coverage across areas of the state. Click the link below to reach any of these sources:
 - ballantinecommunicationsinc.com
 - This covers: Extensive print and online news, 4 Corners TV, 4 Flag TV, Adsperity, Adventure Pro, BCI Media Services, Cloud Scout, DGO, Dorado, Four Corners Expos, Mountain Motion Media, Tellzea.
 - Recommended: Print/Online News button (includes: DGO- free Durango publication, Durango Herald, The Journal-Cortez, Dolores, Mancos, Pine River Times-Bayfield) , Dorado Magazine, Adventure Pro, the tv stations

- Four Corners Broadcasting LLC- has four radio stations with a reach around Durango, including some areas around Farmington
 - radiodurango.com 970-259-4444, fcf@frontier.net

NEW MEXICO

FARMINGTON

- Farmington Daily Times daily-times.com 505-325-4545 Olga Shvia oshvia@dailytimes.com, 505-564-4506
- iheart Media of Farmington Charmaine Howlett, 505-325-1716

ALBUQUERQUE

- Weekly Alibi Publication: Reaches approx. 175,926 readers in print and about 120K online readers through the Albuquerque region. Lots of advertising options. Kylie Biddle. Alibi.com, 315-679-1793
- Albuquerque Journal- print, digital, digital displays- 505-823-3390 Matt Montano (Senior Accounts Manager) mmontano@abqjournal.com www.abqjournal.com They also publish seasonal events guides, get your event listed!
 - Andy Burgess, Advertising Consultant, 505.823.4444 | AMR43@ABQJournal.com
- <http://www.journaldigitalsolutions.com/services>
- Cumulus Radio : Daniel Schrader 505-459-9726 daniel.scharader@cumulus.com

SANTA FE

- The Santa Fe New Mexican: Print, Magazines, Web www.santafenewmexican.com advertising@sfnewmexican.com, 505-995-3852
- Santa Fe Reporter- ask about their special editions calendar, also has digital ads, sfreporter.com advertising@sfreporter.com
- KSFR Public Radio: 505-428-1527

TAOS

- The Taos News taosnews.com 575-758-2241
- General Display advertising: display@taosnews.com
- Lyn Herod (Accounts Manager) l.herod@taosnews.com Ian Garver (Digital Media Manager) sales5@taosnews.com

GALLUP

- Gallup Journey- Daisy Arsenault, gallupjourney@gmail.com, 505-722-3399
- Gallup Sun- Raenona Harvey, raenonarh@gmail.com, 505-728-1640
- Gallup Independent- Bobbie Jo Trujillo, ads3@gallupindependent.com, 505-863-6811
- Iheart Radio Gallup area- Maryann Armijo, maryarmijo@iheartmedia.com, 505-863-9391
- Millenium Media- Sammy Chioda, sammychioda@gmail.com, 505-863-6851

EVENT EXECUTION BEST PRACTICES

1. Provide a list of contacts with cell phone numbers to the venue in advance of your event. In this case if someone on your list is absent the day of the event the facility can reach you.
2. Arrive early to the event, and make sure your designated contact is the person on site to meet with the facility coordinator.
3. Provide the facility coordinator with points of contact throughout the day. Do not leave your own event unsupervised or without someone on site who can be responsible for decisions.
4. Make sure you account for extra people to take tickets or work the gate, especially in the instance that someone does not show.
5. Understand the facilities arrival/load-in and departure/load-out times, and that facility employees cannot help you load in and out due to the liability.
6. Volunteer map- where are your volunteers supposed to be located, when are they changing shifts, and what time do they get breaks? They want to experience the event just as much as your normal participant.
7. Know in advance who is supposed to operate an audio/visual equipment and move any assets/furniture used during your event. Be able to communicate that in written form at least a day before the event to the facility. Renting a facility doesn't mean you've got the facility employees to count on- they have designated jobs.
8. Publish your schedule online and do it early.
9. Create multiple itineraries for people to choose from if you have a lot going on during your event. Make some sense for them so they can maximize the experience.
10. Who is cleaning up after your event? Have you got volunteers set for the end of the event?
11. Plan your next event date before your current event so you can announce it and create a return audience. "Save the Date" and "Mark your Calendar" go a long way when the audience member at your event is enjoying their experience.
12. Always plan for extra- extra programs, extra food, extra volunteers, you name it.
13. Collect data: know where your audience came from and how they heard of your event. Did they stay at a hotel? Eat at a restaurant in town? This all helps you plan a more effective event and marketing campaign.
14. Develop an assessment plan: what do you define as a successful event? What are the aspects that worked and what are aspects that need tweaking for future events? Document all of it.
15. Transparency is key- expenses need to be as transparent as possible for the success of the event, the organization, and legal purposes. Also, you will be more successful at cultivating donations if people know how the money is spent and why it is spent in the way it was/is planned.
16. Proactive approach- something will go wrong. It always does. Make sure to stay calm and have contingencies when things do not go as anticipated, especially with regards to volunteers and supplies.
17. Your event is being put on by you, not the facility you are using. Do not expect the facility or the employees to fill planning gaps or lack of volunteers in terms of operations.
 18. Free is not always the way to go- charging admission ensures you can meet some of your operating costs, sends the message to your attendees that you have a product of value, and also acts as a buffer against some less favorable attendees who are looking for other free handouts. Charging for admission is also a way of tracking attendance to your event.