



LODGERS TAX FY 20

Events July 1, 2019-June 30, 2020

APPLICATION AND INSTRUCTIONS

Contact Info for Questions:

jlazarz@gallupnm.gov

505-863-1227

Options for submitting an application:

- **By Mail:** *Tourism & Marketing Manager, City of Gallup, 110 W Aztec, Gallup NM 87301*
- **By email:** *In one pdf with all relevant materials enclosed to jlazarz@gallupnm.gov*
- **Drop off at City Hall:** *Bring to the City Clerk's office to be placed in the Tourism Mailbox*
- *Applications will **not** be accepted in person at the Tourism Office or by any staff at the El Morro Theatre and Events Center.*

REQUEST FOR PROPOSAL 2019-2020 LODGERS' TAX FUNDS

A. APPLICATION CONSIDERATION:

Applications are considered five times each year. For best consideration, submit your application early. For events between **July 1, 2019 and June 30, 2020**, the submission deadlines are as follows:

March 15, 2019

June 7, 2019

September 6, 2019

January 3, 2020

March 6, 2020

- B. **OBTAIN APPLICATION:** Applications can be obtained on the city website under Tourism- Lodgers Tax or you may call 505-863-1227 and request one to be mailed to you. Applicants from FY19 will also receive a copy in the mail.
- C. **ELIGIBILITY:** Any organization that promotes travel and tourism for the benefit of the Gallup area, has an established organization and leadership, 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; Innovativeness; Funding History; Marketing Effectiveness; Timeline of Advertising/Marketing Plan; Project Business and Marketing Scope; Past and Projected Results and Project Evaluation. (Funding for food, operations, website development will not be considered. Refer to the additional guidelines handbook for further details.)
- E. Only one application per event/project. Multiple organizations may not apply for the same event.

2019-2020 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.

TIMELINE FOR FUNDING REQUESTS AND REIMBURSEMENT RULES

No later than 60 days after the event:

- The organizer of the event/grant recipient will submit to the Tourism and Marketing office the following: receipts/invoices that are indicated paid by the vendor, artwork/images of the advertisements or promotional items, and proof of payment to the vendors (cancelled checks, Credit Card receipts and/or Statements, or bank statements only)
- Event organizers may submit up to three requests for reimbursement toward their grant allotment.
- Unless explicitly authorized by the City Council, event promoters may not contract with or authorize payment to themselves, family members (Defined as related by blood, adoption, or marriage to the third degree of kinship and includes spouses, parents, children, siblings, grandparents, grandchildren, aunts, uncles, nieces, and nephews), or any entity in which the event promoter has a financial interest to provide SERVICES (services include design, website update, file downloads, etc. Services are typically but not always billable by time). In the instance that the event promoter wishes to use the services of a family member as defined above, the event promoter must obtain and submit three written quotes for the required service unless the event promoter submits documentation showing that a good faith review

of available sources was conducted and there are not three available sources for the required service. Advertisement placements in radio, print, etc. do not follow the same rules as they are sole-source media.

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. Award funds will not be reimbursed without complete submission of financial materials and the evaluation form. ***The evaluation form will be mailed to your organization once City Council has awarded funds.***

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.

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 FY20 materials.* Logos and guide will be provided at time of award notification and are always available for download at www.gallupnm.gov

PHOTO REQUIREMENT

After the event/project you are required to submit a minimum of two (2) high resolution photos of your event to the City of Gallup Tourism and Marketing Manager for use in promotion on the City Tourism website and in additional tourism marketing. Please provide a letter from the photographer with permission for usage in digital and print media that states how the photographer wishes to be credited.

SUBMITTING AN APPLICATION:

- **By Mail:** Tourism & Marketing Manager, City of Gallup, 110 W Aztec, Gallup NM 87301
- **By email:** In one pdf with all relevant materials enclosed to jlazarz@gallupnm.gov
- **Drop off at City Hall:** Bring to the City Clerk's office to be placed in the Tourism Mailbox
- Applications will **not** be accepted in person at the Tourism Office or by any staff at the El Morro Theatre and Events Center.

LODGERS' TAX FUNDS GENERAL CONDITIONS 2019-2020 PROPOSALS

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.



2019-2020 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: (Must match application page 6)	
Total Anticipated Project/Event Cost: (Must match application page 7)	
Anticipated Number of Volunteers:	
Anticipated Attendance (not including volunteers/staff):	

PART 3: CRITERIA

Were you funded in 2018-2019? 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":

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

2. Please include a specific schedule of events here or attached with your application.

3. Who is your target audience for your event and advertising (who do you want to attend?)

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

5. Describe your event assessment/evaluation plans: how are you counting your participants, where they are from, their hotel stays, and how you plan to share that assessment with the City:

PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers Tax Committee reserves the right to deny funding of specific items within this budget during their recommendation to City Council. You may attach a separate sheet in lieu of filling out this page. Remember that you must include artwork for all promotional items at the time of application.

Advertising/Promotion Company/Provider	Type of Ad/Promotion <i>(must include artwork with application for promotional items)</i>	Date of Publication or Item purchase	Cost
GRAND TOTAL OF ADVERTISING PLAN (Must match request on page 4)			

PART 4: FINANCIAL DISCLOSURE CHECKLIST As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information:

- Completed Advertising Plan and Event Budgets for Event/Special Activity/Project
- 2019 Updated IRS Form W-9 Request for Taxpayer Identification Number and Certification

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 evaluation report to the City no more than (60) days after the event or project completion.

Print your name and title: _____

Signature: _____

Date: _____

Part 7: LODGERS' TAX PROPOSAL LETTER OF TRANSMITTAL

The undersigned certifies that they have read and understand the above general conditions and that they accept these condition 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 proposal and must be submitted in a timely manner, but no later than sixty (60) days after the event or project is completed. Failure to submit appropriate reimbursement materials and accurate evaluation statements 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: _____



2019-2020 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 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 with proof of payment and appropriate artwork/proofs/copy 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: _____