



1/20/2020

11:00am

210 S Second Street, El Morro Events Center

Staff Facilitator: Jennifer Lazarz, Tourism & Marketing Manager, jlazarz@gallupnm.gov

Committee Members: Cindy Tanner (chair), Jeremy Boucher, Anna Connell, Jason Arsenault, Ken Riege

- A. Roll Call
- B. Approval Of Minutes From 9/17/2019 Meeting

Documents:

[MINTUES FROM SEPTEMBER 17 LT MEETING.PDF](#)

- C. Review Of FY20 Part 4 Of 5 Grant Applications
The application deadline for funding for this round was January 3, 2020. The next and final deadline for all application funding in FY20 is March 6, 2020.
- D. Presentation: Progress Update On FY19 Strategic Plan
Jennifer will give a brief update on the progress of FY19 strategic objectives.

Documents:

[LODGERS STRATEGIC PLANNING.PDF](#)
[TOURISM INFRASTRUCTURE MEETING MINUTES.PDF](#)

- E. Discussion & Action On Additions To Strategic Plan For FY20
The Lodgers Tax Committee will discuss and vote upon any changes or addition to the FY20 Strategic Plan.
- F. Discussion And Action On Lodgers Tax Application, Funding Structure & Guidelines For Lodgers Tax
The Lodgers Tax Committee will review the existing Lodgers Tax Application and funding guidelines. They will discuss any changes and vote to approve any recommended changes for submission to City Council.

Documents:

[LODGERS TAX FY 20 APP V4 REFILLABLE.PDF](#)

G. Review Of FY20 Event Evaluations To Date

The Lodgers Tax Committee will review and discuss the event evaluations for all events that have occurred in FY20 to date.

H. Discussion And Action: Event Evaluation Form

The Lodgers Tax Committee will review the annual event evaluation form, discuss and vote on any changes for recommendation to City Council.

Documents:

[EVALUATION FORM FY20 LODGERS TAX.PDF](#)

I. Motion To Adjourn

Lodgers Tax Committee, September 17th, City Council Chambers

11:02

Roll Call:

Anna Connell Holiday Express Townplace

Jeremy Boucher southwest Indian foundation

Cindy Tanner Tanners Indian Arts (Chair)

Jason Arsenault Perry Null Trading

Ken Riege Comfort Suites

Approval of Minutes from July 9, 2019

Motion to Approve: Jeremy

Second: Anna

In favor: Anna, Jeremy, Cindy

Abstain: Jeremy & Ken

Presentation: Open Meetings Act with Al Abeita (attach Al's presentation)

Adoption of Resolution 2019-1 Annual Determination of Notice Under the Open Meetings Act

Motion: Cindy

Second: Anna

All in favor

Presentation on Lodgers Tax Code of Conduct- Jennifer discussed how we will be running meetings in a more traditional manner with the Chair taking the lead beginning in January.

Adoption of Lodgers Tax Committee Code of Conduct

Motion: Jeremy

Second: Anna

All in favor

Review of Lodgers Tax FY20 Applications Part 3 of 5

Jeremy: When do these events take place?

All of the events applied for and on the list in the bottom of the chart provided

Race at the Rock: Asking for \$6,000, one day event

Anna: What were the previous year's number?

Walt: two years ago 186, 137 barrel racers

Average party size 3 per team

NMHSRA had the weekend for their rodeo. The barrel race was put on to keep them in town for an extended stay. If high school rodeo does not come back they could expand to a two to three day race.

Jeremy: what has been the most successful in attracting contestants to attend the events/getting the word out about Gallup?

Walt: the prizes and the quality of the awards is the first most successful, then the advertising is spread out.

Cindy: out of the four events that you do- what would you say brings people to the hotels and restaurants for more than two nights?

Walt: the USTRC Team Roping brings more (Red Rock Classic) it's the longest and is over several days. Last year the high schoolers left before the barrel racing because of the wind. The other two events are tied to Best of the Best, so he brings in people early and keeps them late.

Jeremy: I propose focusing on the media and the advertising instead of the prizes across all four events. He understands that the quality of prizes is a draw for the events but if we are prioritizing the funding in my opinion we should be focusing on the marketing of the event to get people here.

Anna: Aren't the saddles marketing us all year long?

Walt: We put on events basically for contestants to compete, the spectator portion is free.

Ken: is there a way to track who from these events are staying in our hotels? The revenue source is Lodgers Tax which is generated by the hotels themselves. If hotels are the revenue source then shouldn't we be funding events that stay at hotels?

Walt: There is an opportunity to track where they stay through the questionnaire when they arrive on site.

Cindy: Motions as a committee that we require hotel stay information

Ken: Second

Walt: Can you provide the questionnaire? Jennifer agreed that she has a template she can provide for him.

Cindy made a motion for: \$8500 for the red rock classic with the agreement that you will fill out the form that tracks: who is coming, where they are coming from, where they are staying, and the duration of their stay

Jeremy: second

All in favor

Jeremy made a motion to approve either the prizes or the marketing

No motion is made to approve

Walt discussed he'd like to withdraw his application for Race at the Rock.

Cindy makes a motion that Walt would like to table his application for race at the Rock

Anna: Second

All in favor

Anna: I have a question on the Trailer Roping: That is \$6,000 for the trailer itself? Is that the buy the trailer itself?

Walt: Yes, ma'am. That is the prize.

Anna sought clarification- Best of the Best is Monday-Saturday and these events (Spitfire & Trailer Roping)

Jeremy: In your experience how many people are staying through for both these events?

Walt: Spitfire- last year was the first year we tried doing that. We combined that with a team roping so that there were two components of it. We had 70 contestants at Spitfire (30 high school girls) Team Roping (was Best of the Best contestants only 160 contestants/80 teams)

Cindy: Because we don't have the funding that we used to and because we have funded him at \$8,500 for the classic, then I think we should cut the funding for these two events.

Jeremy: what do you feel is the most effective means for Gallup- the prizes or the ad buys?

Walt agrees.

Jeremy: he's asking for 4 on the Spitfire. Lets fund the Saddle and the saddle pads (\$3,100) and the \$4K for the trailer event.

Jeremy: I move that fund \$3,100 for Spitfire for the saddle pads and saddles and \$4,000 for the trailer roping and includes the same tracking stipulations from the Red Rock Classic.

Anna: second

All in favor

Jennifer asked the chair to recognize Maggie Adams from the Independent and the County Commissioner to go over protocols for calling motions and votes.

Jennifer went over the documents provided about the FY19 and 20 Coop Grants.

Bill: You will note that year over year we have been down. Since 2017. It wasn't the worst but it wasn't the best year. When you still consider that over 101 days we had 19K people visit the dances it is still good bang for our buck. For FY20 the Chamber is proposing to reduce the number of days.

This year there were 8 days there were not shows. Relay for life, 4th of July, Ceremonial (3 nights), and Rain (3). The busiest day of the week this year is Tuesdays. Average visitors per night is 202. Foreign visitors to the NID program was way up this year. Bill believes this points to the efforts that the City and the Chamber have made to market to international travelers. Overall he believes it is a good draw: Cortez recently began a nightly Indian dances program. This may be drawing from some of our attendance.

Booking dance groups has become more complicated and more expensive.

Security costs have increased

This year we tried having the groups MC themselves as we thought they would provide a better opportunity into the cultural insights about their dancing. We found they were not as thorough as we thought they would be and we had some script control issues. That will be corrected by having a professional MC with a controlled script. We did it for the right reasons but it wasn't the right fit.

We are starting to see that school is beginning earlier and earlier each year. While we have traditionally gone Memorial Day to Labor Day. Once school kicked off we saw tremendous attendance fall off. This is another reason we believe its time to shorten the length.

We want to start on Memorial Day and then we want to stop the dances on the Wednesday of Ceremonial Week. The proposal is: \$55,000. This will hire a professional MC, Increased security costs, focusing on the quality of the groups, and 75 days versus 104 days.

The best performing: Cellicion, Apache, Roach Family Dancers. We want to focus on the quality over the quantity. We want to provide a better experience for our guests when they get here. This is done with Teri Fraizer who knows them well. We are probably going to eliminate non-food vendors from the program because we are having reliability issues.

Jason: why isn't the police present instead of security?

Bill: A police officer is more expensive than security. There is a patrol but they aren't stationed there. Dances start at 7, security is on duty for approximately 2 hours. The committee briefly reviewed what our police force size is, and how many are on duty at a time with regards to what we are servicing.

Cindy: You're going to eliminate some of the dance groups?

Bill: we are going to do an evaluation of each of the groups to determine who is coming back.

Cindy: I think this is a great idea as long as they are doing a great job. She has brought family to many of the dances and she has seen the Cellicion dances.

Bill: by zeroing in on this and really focusing we are also making more sense from a visitors standpoint, from the school calendar, and it helps the City to contain costs and still provide services.

Approval of proposal for NID FY20 to City Council

Jeremy moves to recommend to council to approve the proposal as presented

Ken second

All in favor

Motion to adjourn: Cindy

Second: Jeremy

All in Favor



Lodgers Tax Strategic Planning Meeting
El Morro Events Center, February 12, 2019, 11:00am

Meeting called to order at 11:20am

Committee Members Present: Yogash Kumar, Anna Connell, Jeremy Boucher

Staff in attendance: Jennifer Lazarz

Not present: Steven Harper, Cindy Tanner

Discussion overseen/led by: Bill Lee, Chamber of Commerce

Expectations: What is Tourism?

- Tourism is comprised of individuals and families- travelers coming from at least 75 miles outside of Gallup
- Events that are unique to our area that create quality of life but also appeal to drawing tourists from outside the area
- Economic Development and driver- hospitality and tourism is 20 percent of the workforce in McKinley County (statistic from NM Hospitality Association)

What does Lodgers Tax Comprise: Lodgers tax allocation is 60% events, facilities, and attractions, 40% is marketing/advertising/promotion

What is positive and making a difference?

- Gallup is on the map- we are getting noticed
- Transparent and responsible allocation of funds- we needed a CVB/DMO to supervise the funding for the best interests
- Our focus on events has been good for a quality of life
- Tourism is bringing the community together
- The tourism efforts have been expanding overall knowledge about what is going on and there is more interaction between event promoters themselves
- Social media plan
- Perception shift due to strategic focus in marketing
- Relationship building- state, regional, national, international
- Educating elected officials on importance of all hospitality pieces working hand-in-hand
 - Beer wine licenses for restaurants, tap room, microbrewery
- Education on outside marketing has brought more visitors from outside and given event organizers improved results
- Altering the perception of "change"- it's not a bad word
- No longer feel good marketing- it is now data driven
- Strong public private partnership (City/Chamber, City/Hospitality Industry)

What is Absent or Missing that we would like to see worked on?

- Investment from the private sector in the tourism industry
- Need tangible tourism businesses
- Digital Concierge- Monitors in the hotel lobbies to get the information out that is wirelessly synced
- Updating information kiosks/updating what we have
- Tipping point- not reached yet where we can expand, retain, and create start-up business
- Data pipeline to organizations who foster business development
- Succession planning- plan for department growth

- For succession planning purposes: Jennifer needs to write a department description and breakdown of exactly what is happening and what she does/what needs to happen for department growth
- Investment in tourism infrastructure- aesthetics- Proactive not reactive

Break out conversation: What is tourism infrastructure?

- Rex Museum
- Red Rock Park
- We the people park/playground of dreams
- Park loop that is supposed to light up
- Curb appeal- green spaces that are visible, beautification efforts
- On-off ramps/entrances into Gallup
- Route 66 through Gallup
- Alley ways

Looking at the Zoning- What it is zoned for defines what makes it tourism infrastructure

*Committee agreed that they need a separate meeting to define what around Gallup should be considered 'tourism infrastructure' and then set up ideas/goals for projects that lodger's tax could put funding into. **The meeting is scheduled for February 26th at 1:00pm at the El Morro Events Center.***

What is preventing us from getting there?

- Intentional consistent strategic planning amongst stakeholders
- "Talked about it means did it"
- Applicants to lodger's tax should be brought in to talk about
- Community buy-in for what tourism is about
- Lack of human resource
- Sports tourism- the issue is a lack of paid event promoters and organizers, the cost of the fields themselves- needs to be treated like convention sales

What are our goals?

Goal	Who	Timeline to first report
Staff Department Growth	Committee, Jennifer does prep work piece for the committee	ASAP no later than March 12 city council
Digital Concierge	Jennifer/Yogash	Hi-tech show in June 17-20 in Minneapolis
Explore Availability of Digital Travel Publications	Jennifer/Yogash	May
Tourism Infrastructure List	Committee and Jennifer	February 26
Community Buy-in/Business Development/Data pipeline	Bill and Jennifer	On-going
Strategic Planning session	Committee, Jennifer, Bill	January 2020
Sports Tourism Study	Jennifer	March 2019

Jeremy- motion to approve minutes, Anna- seconded. All in favor.

Meeting Adjourned at 1:45pm

Lodgers Tax Strategic Planning Part 2: Tourism Infrastructure Meeting on February 26, 2019 at 1pm

Meeting called at 1:00pm

In attendance: Jeremy Boucher, Cindy Tanner, Yogash Kumar, Anna Connell.

Absent:

Motion to accept minutes from February 12, 2019 by Yogash Kumar, seconded by Anna Connell

Jennifer read the section from the previous minutes regarding tourism infrastructure/what is absent and missing, and then read the portion of today's agenda so everyone knows what we are covering.

Tourism infrastructure is something that makes us a destination, not something that is complimentary to being a destination that requires something else to bring people to town.

What is tourism infrastructure to you: right now what do we have?

RED ROCK PARK

- Needs more events
- Convention center- kitchen is dated, difficult to cook in there, it looks dated
- Is the park a tourism (someone coming from 75 miles away) asset or is it a quality of life asset for our community?
 - Cindy and Yogash- it is both, particularly for Ceremonial
 - RV Park- if you take a look at expectations around the country, how do we compare?
 - Yogash wants the City to lease it out. He doesn't like the idea of being in competition with private business that is doing a great job- Cindy and Anna agree.
- The Hiking Trails
 - Those should be continually maintained by the City and County

The reality is our hands are tied because it is a municipality and doesn't have the same options as private business.

Lodgers Tax committee is recommending exploring some kind of private contractors run: arena, rv park with trading post, convention center

- Within the agreement we would have to have something that says the park is open for trail usage all the time. How do you wrestle with parking would be an element to continue to discuss.
- In the previous leasing agreement: (early 2000's)- the park cost the city around 800K to run. The company was paid 400K to run everything, and if they couldn't make it work for that budget they would absorb the cost not the city. In the contract after a certain threshold of turning a profit then revenue sharing went back to the city (was about 50%) and the idea was that those revenues would be set aside to continue improving the park.
 - The first year the company lost 200K
 - The second year the company lost 70K
 - Year three the company broke even

- The forecast was that in year four they were going to have to revenue share with the city, but the administration changed and they cancelled the contract

If you could “polish the diamond” what would you spend money on:

- RV Park
 - Electrical updates
 - Not a full service hook up- there is water and electricity but no sewer
 - Upgraded bath houses
 - Reinforcing the RV spots with gravel instead of sand
 - When privatized- tourism display/visitors kiosk
- Convention Center
 - Needs to be gutted and completely reconceptualized
 - The building is well past its life expectancy
 - Move the convention center to downtown where the city has vacant land
 - The study to shade the park 18 years ago- cost more to shade the arena than it was to construct it in the first place

With the outdoor adventure initiatives at the state- what if we got rid of the convention center, amphitheater, etc., and looked at establishing a full-scale outdoor economy out there without all the buildings there- example of how the State Fair uses an indoor facility to have both rodeo and concerts

Question from guest: is this going to hurt those people who book because of the red rocks? Answer- we don't have people booking for the red rocks because of the conditions out there. The economic drive of being downtown would be substantial.

What is the best way forward knowing that Red Rock Park is still running for 10 plus years? (Jennifer asked for nods if the committee would like to proceed with the following recommendations)

Priority 1: RV Park – recommend contract out the management of the RV Park, and the city shouldn't spend the money on it until management options have been explored (all agree)

Priority 2: Convention Center/Arena- recommending exploring contracting that out as well. Eliminate the city's staffing and operations of the facility down the road. (all agree)

Email the committee copies of the MRA and the Downtown Redevelopment Plan

TRAIL SYSTEMS

What do they need:

- physical signage to get you from the interstate to the trails
- some kind of physical kiosk that has the information
- invest in making people more aware of where the trails are located

MAJOR ON AND OFF RAMPS

What do they need:

- Everything- they are not inviting in the least

- State conversation between Tourism dept and NMDOT to beautify on and off ramps.
- Yogash thinks this is something that should be discussed by City Council during strategic planning
- Plans were done several years ago for the redesign of the existing overpasses

Priority: If the tourism department/NMDOT open the avenues to fund overpass reconstruction that council pursue the reconstruction

ROUTE 66

What works: hotels, nostalgia, some of the signs still exist, it's the mother road

What do we need:

- Beautification project that is Route 66 themed throughout the City- creating East and West gateways from 16 to 26

DISCUSSION ON SPORTS TOURISM

Jennifer read the list of existing lodgers tax recipients and went through and named what properties everyone is using across Gallup. It was decided only two FY19 applicants currently use the athletic fields: Mario Estrada Softball Tournament, TDFL. The Manuelito Children's home 5k runs a loop around the sports complex but doesn't use the fields.

Bill: If we are going to get serious about promoting sports tourism- what are we lacking to do bring in teams from across the country: Airport.

There are three major tourism industries

- Consumer Tourism
- Sports Tourism- requires independent staff, consolidated event facility managed
- Convention and Meetings Tourism- we don't have the airport or facilities for this. We can do small regional things.

What are the next steps:

- Continue to fund events that coming to or existing in Gallup
- The Committee at this time does not recommend the funding of turfing additional fields. They recommend dedicating funding toward other outlined tourism infrastructure projects as discussed in the meeting.

Committee agrees to add a goal to our strategic plan for Jennifer: Signage

Priorities for City Council as discussed by the group for March 12:

1. Signage
 - a. On/off Ramps
 - b. All of Route 66

- c. Digital reader boards along the highway giving people event details
 - d. LED highway signs
 - e. Digital concierge
- 2. Curb appeal
 - a. Trail heads- do they look nice
 - b. On/off ramps- art/beautification pieces
 - c. Route 66 theming through the community
 - d. Maintenance plans for existing infrastructure
- 3. RV Park- explore options to privatize the operations

Updates:

Discussion on agenda item for March meeting – replacing Steve

Update on Keep America Beautiful clean up on May 4

Discussion of Travel and Adventure Show in Denver and future locations

Motion to adjourn- Jeremy Boucher

Second- Anna Connell



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: _____



EVALUATION FORM: 2019-2020 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 audience members in attendance:	
Number of volunteers/staff at your event:	

How did you calculate your event attendance:

What do you plan to do differently or to add to your event for the future?

Remember to submit two (2) high resolution digital photographs to the Tourism and Marketing Manager for use in annual marketing of your event through City and State resources.

