



## **LODGERS TAX COMMITTEE MEETING AGENDA**

07/09/2019

9:00am

City Hall, 110 W Aztec, City Council Chambers  
Staff Facilitator: Jennifer Lazarz, Tourism & Marketing Manager,  
jlazarz@gallupnm.gov

Committee Members: Cindy Tanner (chair), Jeremy Boucher, Anna Connell,  
Yogash Kumar (Vacancy: tourism-related business representative)

- A. Approval Of Minutes From 3/19/2019  
3/19/2019 Lodgers Tax Committee Meeting- Grant Applications Review FY19 End  
and FY20 Part 1

Documents:

[LT MINUTES MAR 19 2019.DOCX](#)

- B. Presentation: Funding Available For FY20, Reimbursement Guidelines  
The Tourism and Marketing Manager will present the Annual Awards chart to the  
Lodgers Tax Committee then will review the expenditures and  
reimbursement guidelines with all applicants present since there were changes  
approved by City Council in February of 2019.

Documents:

[FY20 PART 2 OF 5 GRANT REQUESTS CHART.XLSX](#)

[LT ANNUAL AWARDS 2016 TO PRESENT.XLSX](#)

[LODGERS TAX BP AD EXPEND GUIDE FY20.PDF](#)

- C. Review And Recommendations For FY20 Part 2 Grant Applications  
The Lodgers Tax Committee will review the FY20 Part 2 Grant  
Applications for consideration for the remaining available  
unallocated grant funding of \$103,263.02.

- D. Motion To Adjourn





**LODGERS TAX COMMITTEE MEETING MINUTES**  
 3/19/2019  
 10:00am  
 City Council Chambers, 110 W Aztec, Gallup NM

1. **Roll Call:** Cindy Tanner, Anna Connell, Jeremy Boucher  
**Approval of Minutes Motion by Cindy Second by Anna**
2. **Presentation of Annual Funding Chart and Expenditures Guide**

Jennifer explained to the LT Committee how to read the funding chart and attendance columns on the Annual Funding Chart. Jennifer explained the expenses and reimbursement documents and announced they'll be mailed with letters after the funding requests see City council.

Following questions Jennifer explained that each interview would take approximately 7 minutes due to the volume of interviews. She asked Cindy Tanner to speak about what exactly the committee wants to address with the applications.

Lastly Jennifer reminded everyone that funding as always is a first come first serve process and thanked everyone for being there.

**End of FY19 Applications**

**Funding Remaining: \$80,965**

**Amount Requested: \$82,500.00**

**Amount Recommended: \$78,500**

1. **Memorial Day 5K** Last year's dip in numbers was weather related and they are requesting the same amount. Motion to recommend \$5000.00 by Jeremy second by Cindy, all in favor **RECOMMENDATION \$5,000**
2. **Adventure Gallup Guide** Request \$25000 Discussion about not doubling up with Visitors Guide Jeremy moves to recommend 25K Cindy seconds, all in favor **RECOMMENDATION \$25,000**
3. **Lions Club Rodeo** requested \$25000. Cindy comments that the advertising budget is very impression Anna motioned to recommend 25K Jeremy second, all in favor **RECOMMENDATION \$25,000**
4. **Lions Club BBQ** Request \$5000 the people are already here. Jeremy- what is the goal with your BBQ? To give people something to do during the daytime because the rodeo is in the evening. Cindy added- wasn't the BBQ at the park at some point? It has moved often. They said that it is mailed out to applicants and contestants. Discussed their radio ads in Texas and Oklahoma. They are going to Grow with Google to learn how to do social media. Anna motions to recommend funding at 4K, Jeremy seconds, all in favor **RECOMMENDATION \$4,000**
5. **Spanish Market Request** \$12,500.00 Jennifer asked Barb to explain how they track attendance- this year they'll be doing surveys and more consumer interaction. Barb stated she's reducing her ask by 1,000 because the street banner isn't reasonable and only attracts locals. Cindy makes a motion to recommend \$11,500 and anna seconds. All in favor. Barb states to adjust the AZ Knights of Columbus ad. **RECOMMENDATION \$11,500**
6. **New Mexico High School Rodeo Semi-Finals** Request \$10,000. Committee desires to recommend last year's amount of \$8K and doesn't to fund the buckle awards. Motion by Cindy second Anna. All in favor. **RECOMMENDATION \$8,000.00**

## FY20 Part 1 Grant Applications

Funding Available: \$250,000

Amount Requested: \$218,161.43

Amount Recommended: \$196,736.98

Balance potentially remaining for all unfunded FY20 projects: 53,263.02

1. **Freedom Ride Flight and Cruise** \$17,891.09- Francis explains he's mostly just changing the media mix. In previous years they used ad agencies to place social media and placed ads on Pandora radio and Pandora tv in AZ and NM. Last year and this year they don't plan for that but will be doing more Facebook social media advertising. Francis explains that they would like to have more people for the event and that in order to host more people they need to utilize more space. They are discussion increasing the power available to the vendors' area. Cindy motion to recommend 17891.09 Jeremy second, all in favor **RECOMMENDATION \$17891.09**
2. **Red Rock Motorsports Desert 100** \$12,500. Greg says that they track through wrist bands and entries. Cindy moves that they recommend 12,500, second by Anna. All in favor. Greg thanks the committee. **RECOMMENDATION \$12,500**
3. **Gallup Inter-Tribal Indian Ceremonial Request** \$50K Jennifer explained the coop grant. Jeremy motions recommend 50K, Cindy seconds 50K. All in favor. **RECOMMENDATION \$50,000**
4. **Touch Down Football League Request** \$20,000 Sammy said it's their 10<sup>th</sup> anniversary this year and they want to do something special for the teams this year. They had 40 teams last year and they can expand to up to 52 teams this year. One of the things they want to do is a Championship banner- part of an award package for the teams that they can display at other tournaments. They have 18 teams that come from ABQ and Rio Rancho. Pueblo, CO, brought three teams last year. Jennifer asked if he planned to ask for 20 again next year for year 11 and he said probably no, it would be less. They got the idea for the banner from a team from northern AZ. He also brought up wanting to use a social media contractor. Jeremy motions to approve the request in the amount of 20K, Cindy seconds. All in favor. **RECOMMENDATION \$20,000**
5. **Wildthing Championship Bull Riding Request** \$35,000.00. He has historically not asked for more because he couldn't but last year we changed the rules about what we could award. Larry requests additional funding to help grow his Friday night crowd. The committee passed around photos and flyers from him. The lodgers tax funding offsets the costs of putting on the event- the sponsorships can go toward the quality of the event instead of going toward the marketing. He always spends more than 25K on marketing. He also explained how he's a fundraiser for Manuelito Children's Home. Cindy: What does the firework display cost (just out of curiosity)- Larry says they get a special price because they've been doing it for over 20 years. It's about a 10K shoot for about 8K because the condensed down the amount of fireworks within one song. Cindy said it seems to get bigger every year. Larry agreed, this year they'll be keeping it the same size as last year. Jennifer mentioned that Southwest Planning will be doing an event evaluation of this next year and also mentioned we're using a Wildthing photo on a billboard soon. Jeremy motions to recommend the amount of \$35K and Cindy seconds. All in favor. **RECOMMENDATION OF \$35,000**
6. **Friends of Hubbell Fall Native Art Auction Request** \$4450.00 They discussed that since this event hasn't append yet they are funding it at the same level as their May event last fiscal year. Jeremy *recommends funding at 4100*, anna seconds. All in Favor. **RECOMMENDATION OF \$4,100**
7. **Tri-State Firefighters Convention Request** \$8,596.49. McKinley County is hosting the event for the firefighters this year. The City hosted it last time. Cindy asked them to describe the event. They state that they anticipate 250 people coming from outside the area. It moves every year. The event is three nights. The committee asked if this is something that could be recurring. Jennifer mentioned that the difficulty with this kind of event is that there isn't an opportunity to recoup cost from entry fees so they can't guarantee their own income to continue to host the event. Jennifer asked how they are getting people to their event because their entire ask is promotional items. They explained that they do a mailing to the individual fire units and firemen. Jeremy: normally

- we don't fund more than 5K for a first-time request, but can we put on a show to attract people? Cindy then asked what goes on for family members that grows the event. They described the dinner events. Jennifer reminded them that need to be remembering that we have the level of funding that we have and stated that she would remind them between all the applications about the funding levels (this continued throughout the meeting) Jennifer explained that the City will not be sponsoring the event- they are tapped out with how many events that they can sponsor, and that it was discussed with the Gallup Fire Department and City Manager. Jeremy motions to recommend \$5K, Anna Connell seconds. **RECOMMENDATION \$5,000**
8. **Kicker Arenacross** \$18,500 Jennifer explained that they historically see about 5K in attendance at their events. Tod is showing the awards and posters to the committee. He's been holding events in this community since 1995. For a long time he was the second largest arena cross event promoter in the country, and his competitor quit this year. One third of his budget is local but that's because its important to have a full house for the racers. The rest is Google, social media, and more. They received 12,000 in funding last year. This year they have seen a complete shift in their advertising since he brought on a social media person. The online and door tickets are \$10, they can go for \$5 in advance from O'Reillys. The committee is discussing the difficulty of their current event. Cindy motions to recommend 14K and Anna seconds. All in favor. **RECOMMENDATION \$14,000**
  9. **Squashblossom Classic** \$9,866.00 They are increasing their ask back to what it was in the past. (\$10K). They have historically spent more than the 10 they have been receiving. They are trying to grow the event by targeting younger bike racers, teams, and working with Scott Nydam's group to grow the youth component of the event. Right now, there isn't an official NM Nica league but they're trying to tap in to that. They doubled their Facebook and digital a17ds budgets. The middle age and millennial demographic is saturated but they want to lead in the youth event component. Jeremy discussed Scott's plans to build out the NM team. Jeremy motions to recommend the \$9,866. Second by Anna. All in favor. **RECOMMENDATION \$9,866**
  10. **Mario Estrada Softball Tournament** Request \$8650. The application says she's going to double her attendance but there isn't a plan spelled out for that. Anna takes issue with the fact that it's all local with no plan for growing outside the community. Yolanda Azua mentioned that Sandra would text Jennifer about not being there. Jennifer checked her email and saw that Sandra sent one sentence saying she had to work, but did not outline a plan to represent herself in any other way. Jennifer attempted to call the applicant and she was unavailable. Jeremy motions to recommend at \$5K and anna seconds. All in favor. **RECOMMENDATION \$5,000**
  11. **Gallup Film Festival** \$22,422.26 Knifewing stated "When something goes lower we need to spend more money to fix the advertising issue. They didn't spend a lot of time looking at why attendance was low, but they spend a lot of time looking at what their strengths were." They had more film submissions and they spread out their films and that could be a reason. He believes that they had less people from in town show up. He's discussing the possibility of a project but it hasn't confirmed or contracted anything in our community. Continued effort to get some of the Sundance submissions to come their way, not the winners, but they submitted. Jeremy brings up that when they've awarded 20K to people they're looking at numbers over 4-6K people in attendance. When you're looking at the amount of funding per head, it doesn't make economic sense on a per head spend to recommend his ask. Cindy asked why he would want the increase and where that would go- he discussed the film freeway stuff and stated that he was very interested in getting more film submissions and while that might not get more people it would help the event. Jennifer reviewed his spending for the last two years and that an estimate of over 10K per year hasn't left the community with regards to advertising (two years ago he spent \$13,000 on building a website, last year was about \$10K on making a film and editing video). Knifewing says they're advertising for increased submissions- it doesn't mean people will come but those who do will come from further away. Cindy asks if it could be the dates- Jennifer confirmed there are three applicants in the same weekend (Squashblossom, Red Rock 100 and this event) and Jennifer also noted that she emailed all three event organizers to let them know their events overlapped back in December. Knifewing made the point- once they're here

they're here so the events taking place at the same time shouldn't be an issue. Jeremy-walk me through the moviemaker social media- four posts over a few months is massively expensive. Facebook is much cheaper. Jeremy explained that you can dial in those targets for significantly less money. Knifewing says that it doesn't reach the same targets. Knifewing showed his program ad booklet. Cindy appreciates what he does for the event. Jeremy moves to recommend the 16K to see what he can do since it doesn't make sense to him to increase when there are events pulling in many more people with a smaller budget. Second Anna. All in favor. **RECOMMENDATION \$16,000**

12. **Gallup Senior 50/60 Plus Softball Tournament \$7905.70**

Jennifer asked how they break up the park since there are two tournaments going on at the same time in the same park. Yolanda explained she's the secretary for the men's league but runs the womens and that they are on separate fields. Jennifer broke it down with Yolanda- the banners would be for the traveling teams to have banners. The 7300 is specific to the Labor Day tournament. Jennifer asked why is there an increase of 2K. Yolanda said that its promotional items for branding outside the community. Jeremy brought up that the entire budget isn't doing anything to bring people into the event because it is entirely promotional items- it's all a bonus after they are here. He says the committee is looking for more straight marketing to bring people into the community. He said they opened the flood gates with their traveling team last time, but that this isn't helping the event get attendance. Jennifer: how are you planning on growing attendance on the events- Yolanda says she's going to the big ABQ tournament to give out materials for two weeks, she's taking info from the Chamber with her. Jennifer explained that legally we can't fund the June event advertising in ABQ, nor can they fund banners for the traveling team because they are independent of the labor day event. The only thing that can be funded is materials pertinent to the labor day event because that is what is spelled out in the application. Cindy asked- how many teams come for the labor day event. There are 16 teams and 10 of that come from out of town. Jeremy motions to recommend 5K because there are only promotional items but no marketing outside of the community within the application. He encourages her to consider apply for marketing/advertising expenses in the future in how she breaks things down. Anna seconds. All in favor. **RECOMMENDATION \$5,000**

13. **Gloria Saucedo 40 Women's Tournament \$2379.89**

The application doesn't say what they are buying from Sportsworld. Yolanda clarifies its hoodies, t-shirts, and other promotional clothing items. Yolanda clarified these are the prizes given out at the event. Jeremy motions we approve the 2379.89, especially since it is a decrease from their funding two years ago. Anna seconds. All in favor.

**RECOMMENDATION \$2379.89**

*Applications not received yet for F20 that were received in 2019: 24 Hours in Enchanted Forest, Race at the Rock, Red Rock Trailer Roping, Red Rock Balloon Rally, Spitfire/Classic Invitational Rodeo, USTRC Team Roping, Adventure Guide, Lions Club Rodeo, Lions Club BBQ, Spanish Market, Memorial Day 5k, NMHSRA Semi-finals, Native Film Series*

Motion to Adjourn: Jeremy, Seconded: Cindy

Event Name	Event Date	Total Budget	REQUEST	% of Budget	Committee
Freedom Ride Flight and Cruise	July 26-28, 2019	\$ 21,532.78	\$ 17,891.09	83%	\$ 17,891.09
Red Rock Desert 100 Motorcross	September 13-15, 2019	\$ 20,700.00	\$ 12,500.00	60%	\$ 12,500.00
Gallup Inter-Tribal Indian Ceremonial	August 2-11, 2019	\$ 512,540.00	\$ 50,000.00	10%	\$ 50,000.00
Four Corners Invitational TDFL Tournament	October 26-27, 2019	\$ 30,000.00	\$ 20,000.00	67%	\$ 20,000.00
Wildthing Championship Bull Riding	July 12-13, 2019	\$ 116,500.00	\$ 35,000.00	30%	\$ 35,000.00
Friends of Hubbell- Fall Native Art Auction	28-Sep-19	\$ 77,410.00	\$ 4,450.00	6%	\$ 4,100.00
Tri-State Firefighters Convention	August 1-3, 2019	\$ 39,367.50	\$ 8,596.49	22%	\$ 5,000.00
Kicker Arenacross	July 19-20, 2019	\$ 67,980.00	\$ 18,600.00	27%	\$ 14,000.00
Squashblossom Classic	September 13-15, 2019	\$ 23,650.00	\$ 9,866.00	42%	\$ 9,866.00
Mario Estrada Softball Tournament	July 12-14, 2019	\$ 14,600.00	\$ 8,650.00	59%	\$ 5,000.00
Gallup Film Festival	September 12-14, 2019	\$ 36,153.07	\$ 22,422.26	62%	\$ 16,000.00
Gallup Seniors 50/60 Softball Tournament	August 30-September 1, 2019	\$ 9,529.26	\$ 7,905.70	83%	\$ 5,000.00
Gloria Saucedo 40 Women's Wooden Bat	August 30-September 1, 2019	\$ 3,070.16	\$ 2,379.89	77.52%	\$ 2,379.89
24 Hours in the Enchanted Forest	June 6 or June 13, 2020	\$ 45,000.00	\$ 10,000.00	23.00%	
Friends of Hubbell- Spring Native Art Auction	2-May-20	\$ 92,500.00	\$ 4,100.00	5.00%	
Red Rock Balloon Rally	December 5-8, 2020	\$ 75,875.00	\$ 37,500.00	50.00%	
Arizona Interscholastic Cycling League	Several	\$ 20,388.00	\$ 12,488.00	62.00%	
			\$ 218,261.43		\$ 196,736.98

Available FY20	\$	300,000.00
	\$	103,263.02

**Applications Not Received for FY20:** Race at the Rock, Red Rock Trailer Roping, Spitfire/Classic Invitational, USTRC Team Roping, Adventure Guide, Lions Club Rodeo, Lions Club BBQ, Spanish Market, Memorial Day 5K, NMHSRA Semi-Finals



Event Name	Event Dates	Previous Funding				Previous Attendance			
		2016-2017	2017-2018	2018-2019	2019-2020	2016-2017	2017-2018	2018-2019	2019-2020
24 Hours in the Enchanted Forest	June 22-23, 2019	\$5,000.00	\$10,000.00	\$10,000.00		500-600	1000	1,200	
4th of July Strips and Star's Celebration	July 4,2016	\$6,000.00	NF	NF		XX	XX	XX	
Adventure Gallup Outdoor Guide	Spring	\$25,000.00	\$25,000.00			n/a	n/a		
Adventure Mud Run	July 27-28, 2018	xx	\$5,000.00	\$9,704.00		xx	92	240	
Annual Gallup Lions Club BBO	June 9,2018	xx	\$3,000.00			xx	1,500		
Annual Gallup Lions Club Rodeo	June 13-18, 2018	\$25,000.00	\$25,000.00			15,000-20,000	10,000		
Arts Crawl Trifold Guide	Winter	\$1,400.00	xx	xx		2,500	xx	xx	
Bowl for Kids' Sake	April 28,2018	xx	\$1,500.00	xx		xx	no spend	xx	
Catholic Charities Softball Tournament	May 7,2017	\$5,000.00	xx	xx		75	xx	xx	
Do or Dye Color Run	May 7,2017	\$5,000.00	xx	xx		200	xx	xx	
Empty Space Protect- Gallup MainStreet Window Wraps	2017 January	\$5,000.00	xx	xx		n/a	xx	xx	
Four Corners Invitational Youth Football Championship	October 27-28, 2018	\$10,000.00	\$12,500.00	\$15,000.00		4,800	5,000	6,160	
Freedom Ride, Fight and Cruise	July 27-29, 2018	\$20,611.00	\$21,000.00	\$21,391.00		4,593	5,138	7,500	
Friends of Hubbell Native Arts Auction	May 4,2019	xx	xx	\$4,100.00		xx	xx	NEW	
Gallup Fest Downtown Arts and Crafts Fair (During RFC)	July 30,2016	\$2,800.00	xx	xx		600+	xx	xx	
Gallup Film Festival	September 13,14,and 15, 2018	\$16,000.00	\$16,000.00	\$16,000.00			809	385	
Gallup Inter Tribal Ceremonial	August 3-12, 2019	\$50,000.00	\$50,000.00	\$50,000.00			12,500	14,000	
Gallup Senior Softball League	September 4-6, 2015	\$5,000.00	\$13,350.00	xx		700+			
Gloria Saucedo Womens Softball Tournament	September 2-4, 2016	\$3,000.00	xx	xx		67	xx	xx	
Kicker Arenacross Show	July 20-21, 2018	\$5,000.00	\$10,000.00	\$12,000.00		3,258	5,700		
Land of Enchantment Opera	June 26,2016- July 31,2016	\$15,000.00	\$5,000.00	NF		6063	435	XX	
Mario Estrada Memorial Softball Tournament	July 6-8, 2018	xx	\$4,620.00	\$5,000.00		xx	2800	2,950	
Memorial Day 5K	May 28,2018	\$5,000.00	\$5,000.00			400	230		
Native Film Series	August 3-5, 2018	\$15,000.00	\$10,000.00	\$10,660.00		327	284	272	
NMHSRA Semi-Finals Rodeo	May 12-13, 2018	\$6,000.00	\$8,000.00			500	500		
Race at the Rock	May 27,2019		\$5,000.00	\$6,000.00		100	183		
Red Pock Trailer Roping	June 24,2018	\$3,500.00	\$4,000.00	\$6,000.00		900	1200		
Red Rock 100 desert Race (17/18 merged with other events)	September 21-23, 2018	\$4,000.00	\$4,000.00	\$12,500.00		2,000	rainout	2-3K	
Red Rock Balloon Rally	November 29- December 2, 2018	\$25,000.00	\$25,000.00	\$35,000.00		8,300	8852	8,000	
Red Rock Motorsports Summer Bash/MX Series	July 29-30, 2018	\$8,000.00	\$5,500.00	xx		540	534		
Sacred Heart Spanish Market	June 1-3, 2018	\$11,500.00	\$10,000.00			2,000	1,300		
Second Street Arts Festival	November 18,2018	\$5,000.00	\$9,000.00			700	750		
Softball Warriors	July 30-31, 2016	\$3,000.00	xx	xx		2,400			
Spitfire and Classic Invitational Rodeo Events	June 24-25, 2019	xx	xx	\$4,500.00		xx	xx	NEW	
Spring Smash 5	May 26-27, 2018	\$5,000.00	\$5,000.00	xx		2,400	1,500	xx	
Squash Blossom Classic	September 15-16, 2018	\$10,000.00	\$10,000.00	\$7,500.00		369	340		
SSUSA American Softball Tournament	2018 season	xx	\$13,350.00	xx		xx	4,900	xx	
Turf Wars 3	September 16- September 17, 2018	\$3,000.00	\$5,000.00	xx		900	960	xx	
USTRC Red Rock Classic Team Roping	June 9-10, 2018	\$8,000.00	\$8,500.00	\$8,500.00		600-800	2,020		
Wildthing Championship Bullriding	July 13 and 14, 2018	\$5,000.00	\$25,000.00	\$25,000.00		9,000	9,000	9,000	



Event Name	Previous Funding-Actuals			
	2016-2017	2017-2018	2018-2019	2019-2020
24 Hours in the Enchanted Forest	\$5,000.00	\$10,000.00	\$10,000.00	
4th of July Strips and Star's Celebration	\$6,000.00			
Adventure Gallup Outdoor Guide	\$25,000.00	\$25,000.00	\$25,000.00	
Adventure Mud Run		\$5,000.00	\$9,704.00	
Arts Crawl Trifold Guide	\$1,400.00			
Bowl for Kids' Sake		\$1,500.00		
Catholic Charities Softball Tournament	\$5,000.00			
Do or Dye Color Run	\$5,000.00			
Empty Space Protect- Gallup MainStreet Window Wraps	\$5,000.00			
Four Corners Invitational Youth Football Championship	\$10,000.00	\$12,500.00	\$15,000.00	\$ 20,000.00
Freedom Ride, Fight and Cruise	\$20,611.00	\$21,000.00	\$21,391.00	\$ 17,891.09
Friends of Hubbell Native Arts Auction-FALL				\$ 4,100.00
Friends of Hubbell Native Arts Auction-SPRING			\$4,100.00	\$ 5,000.00
Gallup Fest Downtown Arts and Crafts Fair (During RFC)	\$2,800.00			
Gallup Film Festival	\$16,000.00	\$16,000.00	\$16,000.00	\$ 16,000.00
Gallup Inter Tribal Ceremonial	\$50,000.00	\$50,000.00	\$50,000.00	\$ 50,000.00
Gallup Senior Softball League	\$5,000.00	\$13,350.00		\$ 5,000.00
Gloria Saucedo Womens Softball Tournment	\$3,000.00			\$ 2,379.89
Kicker Arenacross Show	\$5,000.00	\$10,000.00	\$12,000.00	\$ 14,000.00
Land of Enchantment Opera	\$15,000.00	\$5,000.00		
Lions Club BBQ		\$3,000.00	\$4,000.00	
Lions Club Rodeo	\$25,000.00	\$25,000.00	\$25,000.00	
Mario Estrada Memorial Softball Tournament		\$4,620.00	\$5,000.00	\$ 5,000.00
Memorial Day 5K	\$5,000.00	\$5,000.00	\$5,000.00	
Native Film Series	\$15,000.00	\$10,000.00	\$10,660.00	
NMHSRA Semi-Finals Rodeo	\$6,000.00	\$8,000.00	\$8,000.00	
Race at the Rock		\$5,000.00	\$6,000.00	
Red Pock Trailer Roping	\$3,500.00	\$4,000.00	\$6,000.00	
Red Rock 100 desert Race (17/18 merged with other events)	\$4,000.00	\$4,000.00	\$12,500.00	\$ 12,500.00
Red Rock Balloon Rally	\$25,000.00	\$25,000.00	\$35,000.00	
Red Rock Motorsports Summer Bash/MX Series	\$8,000.00	\$5,500.00		
Sacred Heart Spanish Market	\$10,000.00	\$10,000.00	\$11,500.00	
Second Street Arts Festival	\$5,000.00	\$9,000.00		
Softball Warriors	\$3,000.00			
Spitfire and Classic Invitational Rodeo Events			\$4,500.00	
Spring Smash	\$5,000.00	\$5,000.00		

Squash Blossom Classic	\$10,000.00	\$10,000.00	\$7,500.00	\$ 9,866.00
SSUSA American Softball Tournament		\$13,350.00		
Tri-State Firefighters Annual Convention				\$ 5,000.00
Turf Wars	\$3,000.00	\$5,000.00		
USTRC Red Rock Classic Team Roping	\$8,000.00	\$8,500.00	\$8,500.00	
Wildthing Championship Bullriding	\$5,000.00	\$25,000.00	\$25,000.00	\$ 35,000.00

Event Name	Event Dates	Previous Funding			Recommended
		2016-2017	2017-2018	2018-2019	2019-2020
24 Hours in the Enchanted Forest	June 22-23, 2019	\$5,000.00	\$10,000.00	\$10,000.00	
4th of July Strips and Star's Celebration	July 4, 2016	\$6,000.00	xx	xx	xx
Adventure Gallup Outdoor Guide	Spring	\$25,000.00	\$25,000.00	\$25,000.00	
Adventure Mud Run	July 27-28, 2018	xx	\$5,000.00	\$9,704.00	
Annual Gallup Lions Club BBQ	June 9, 2018	xx	\$3,000.00	\$25,000.00	
Annual Gallup Lions Club Rodeo	June 13-18, 2018	\$25,000.00	\$25,000.00	\$4,000.00	
Arts Crawl Trifold Guide	Winter	\$1,400.00	xx	xx	xx
Bowl for Kids' Sake	April 28, 2018	xx	\$1,500.00	xx	xx
Catholic Charities Softball Tournament	May 7, 2017	\$5,000.00	xx	xx	xx
Do or Dye Color Run	May 7, 2017	\$5,000.00	xx	xx	xx
Empty Space Protect- Gallup MainStreet Window Wraps	2017 January	\$5,000.00	xx	xx	xx
Four Corners Invitational Youth Football Championship	October 27-28, 2018	\$10,000.00	\$12,500.00	\$15,000.00	\$20,000.00
Freedom Ride, Fight and Cruise	July 27-29, 2018	\$20,611.00	\$21,000.00	\$21,391.00	\$17,891.09
Friends of Hubbell Native Arts Auction-SPRING	May 4, 2019	xx	xx	\$4,100.00	
Friends of Hubbell Native Arts Auction-FALL	September, 2019	xx	xx	xx	\$4,100.00
Gallup Fest Downtown Arts and Crafts Fair (During RFC)	July 30, 2016	\$2,800.00	xx	xx	xx
Gallup Film Festival	September 13, 14, and 15,	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00
Gallup Inter Tribal Ceremonial	August 3-12, 2019	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00
Gallup Senior Softball League	September 4-6, 2015	\$5,000.00	\$13,350.00	xx	\$5,000.00
Gloria Saucedo Womens Softball Tournament	September 2-4, 2016	\$3,000.00	xx	xx	\$2,379.89
Kicker Arenacross Show	July 20-21, 2018	\$5,000.00	\$10,000.00	\$12,000.00	\$14,000.00
Land of Enchantment Opera	June 26, 2016- July 31, 201	\$15,000.00	\$5,000.00	xx	xx
Mario Estrada Memorial Softball Tournament	July 6-8, 2018	xx	\$4,620.00	\$5,000.00	\$5,000.00
Memorial Day 5K	May 28, 2018	\$5,000.00	\$5,000.00	\$5,000.00	
Native Film Series	August 3-5, 2018	\$15,000.00	\$10,000.00	\$10,660.00	
NMHSRA Semi-Finals Rodeo	May 12-13, 2018	\$6,000.00	\$8,000.00	\$8,000.00	
Race at the Rock	May 27, 2019		\$5,000.00	\$6,000.00	
Red Pock Trailer Roping	June 24, 2018	\$3,500.00	\$4,000.00	\$6,000.00	
Red Rock 100 desert Race (17/18 merged with other events)	September 21-23, 2018	\$4,000.00	\$4,000.00	\$12,500.00	\$12,500.00
Red Rock Balloon Rally	November 29- December	\$25,000.00	\$25,000.00	\$35,000.00	
Red Rock Motorsports Summer Bash/MX Series	July 29-30, 2018	\$8,000.00	\$5,500.00	xx	xx
Sacred Heart Spanish Market	June 1-3, 2018	\$10,000.00	\$10,000.00	\$11,500.00	
Second Street Arts Festival	November 18, 2018	\$5,000.00	\$9,000.00	xx	xx
Softball Warriors	July 30-31, 2016	\$3,000.00	xx	xx	
Spitfire and Classic Invitational Rodeo Events	June 24-25, 2019	xx	xx	\$4,500.00	
Spring Smash 5	May 26-27, 2018	\$5,000.00	\$5,000.00	xx	
Squash Blossom Classic	September 15-16, 2018	\$10,000.00	\$10,000.00	\$7,500.00	\$9,866.00
SSUSA American Softball Tournament	2018 season	xx	\$13,350.00	xx	
Tri-State Firefighters Annual Convention	Aug-19	xx	xx	xx	\$5,000.00
Turf Wars 3	September 16- Septembe	\$3,000.00	\$5,000.00	xx	
USTRC Red Rock Classic Team Roping	June 9-10, 2018	\$8,000.00	\$8,500.00	\$8,500.00	
Wildthing Championship Bullriding	July 13 and 14, 2018	\$5,000.00	\$25,000.00	\$25,000.00	\$35,000.00
RECOMMENDED AWARDS		\$320,311.00	\$354,320.00	\$337,355.00	\$196,736.98
ACTUAL SPEND 2016: 220,327.00		306885.55	295191.71		



# LODGERS TAX REIMBURSEMENT GUIDE

Includes: Expenses not covered by  
Lodgers Tax Funding

UPDATED January 7, 2019

## 2019-2020 LODGER'S TAX GRANT AWARD EXPENDITURE GUIDELINES

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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. Approved projects will receive notification of the funding amount, administrative guidelines and any special conditions of funding.

### Not covered:

- Food of any kind
- Item submissions that do not meet branding requirements
- Event expenses (costs of making your actual event happen in the first place), such as fireworks, fences, referees, umpires, time to download or upload materials for any services, etc.
- Event Decorations
- Video production for advertising or marketing purposes. Only the distribution expenses of the video will be considered allowable expenses (through Google, Social media, or digital placement contract with outside vendor)
- Sponsor banners with the logo. The only permitted banner is a banner that ONLY uses the Gallup Real True artwork and no other businesses/sponsors.
- 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.
- Items added that were not in the City Council Approved application.

### 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.

Reimbursement materials required:

- **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.
- **Invoice or receipt marked paid by the vendor** (hand written payment statements do not count). All invoices must have dates, invoice numbers, and vendor contact information listed on them.
- **Proof of payment**- cancelled check, bank statement, credit card receipt (no longer accepted- copies of checks that were written but not processed)
- Final Draw: Evaluation Form and Photographs

Reimbursement submission options:

- **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](mailto:jlazarz@gallupnm.gov)
- **Drop off at City Hall:** Bring to the City Clerk's office to be placed in the Tourism Mailbox
- Reimbursement materials will **not** be accepted in person at the Tourism Office or by any staff at the El Morro Theatre and Events Center.

## 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](http://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. Failure to provide the required photographs may disqualify you for future funding.

## 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.

## ADVERTISING TIPS & RECOMMENDATIONS

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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, and 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.**