



Memo

Date: October 31, 2019

To: Jennifer Lazarz/Tourism and Marketing Manager, City of Gallup

From: David A. Carr/Director of Sales, Tourism Santa Fe

Re: State of New Mexico Cooperative Marketing Agreement

On May 28, 2019 Tourism Santa Fe was awarded the CoOp Marketing & Advertising Grant from the New Mexico Tourism Department. The grant is to support and growth and attendance at the Travel & Adventure Shows; specifically Chicago, Dallas and Denver.

Tourism Santa Fe has the fiduciary responsibility in refunding all partners that participate in these tradeshow (please see attached agreement). Each municipality or company must pay the full registration for each show they are attending, \$3,000 per show. Upon conclusion of each show those participates will provide David A. Carr with a copy of the paid invoice. Those invoices will be submitted for reimbursement by NMTD and a refund will be paid to Tourism Santa Fe. NMTD will be covering up to 50% of the booth registration and each participate will be receiving \$1,500 per show attended. Reimbursements will be paid to each of the participating partners by Tourism Santa Fe.