

## 2019-2020 LODGERS' TAX GRANT APPLICATION

### PART I: PROJECT INFORMATION

Organization Name (As Listed on W9):	Lions Club of Gallup NM
Event Name:	72nd Annual Gallup Lions Club Rodeo
Event Date(s):	June 17- 20, 2020
Event Organizer & Title within Organization:	Renee Swingle, Rodeo Chairman
Phone Number of Organizer:	505-870-2920
Email of Organizer:	rswingle@camcohvac.net
Organization Address:	P.O. Box 144 Gallup, NM 87305-0144
Contact Person (If different than person who prepares application):	Renee Swingle
Contact Phone and Email for Secondary Person:	Linda Hite, 505-862-1962, lionlinda@gmail.com
Event Location:	Red Rock Park

### PART 2: PROJECT COST AND FUNDING REQUEST

Lodgers Tax Grant Funding Requested: (Must match application page 6)	\$25,000.00
Total Anticipated Project/Event Cost: (Must match application page 7)	\$220,000.00
Anticipated Number of Volunteers:	100
Anticipated Attendance (not including volunteers/staff):	11,000 (Total for all four (4) nights)

**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)?

\$25,000 (2018-2019), \$25,000.00 (2017-2018), \$20,000.00 (2016-2017)

---

How many times has your event occurred? Please list years of previous events.  
If new, just indicate "new":

~~2020 will be the 72nd Consecutive Year.~~

---

1. Define/Describe the overall project/event (what is happening at the event?):  
Three (3) night Open Show Rodeo, One (1) night Kids Rodeo. Events include rough stock and timed events. Wooly Riding and Steer Riding Finals. Trick Rider Performances the nights of the open show rodeo. Rough Stock ride off on Saturday night.  

---

---

---

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

---

---

---

---

---

---
3. Who is your target audience for your event and advertising (who do you want to attend?)  
Our target audience is everyone regardless of age. Rodeo contestants ages 6 and up.  

---

---

---
4. Describe the regions/cities in which you plan to market your event outside of Gallup?  
The Four Corners and the greater Southwest. Outside of this we also advertise in TX, OK, WY  

---

---

---
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:  
Attendance tracked through advanced ticket sales, gate receipts. Also, nightly surveys.  

---

---

---

---

---

---

**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
Pleas see attached page			
<b>GRAND TOTAL OF ADVERTISING PLAN (Must match request on page 4)</b>			

**GALLUP LIONS CLUB  
72<sup>nd</sup> ANNUAL RODEO  
JUNE 17 - 20, 2020  
ADVERTISEMENT BREAKDOWN (PAGE 6)**

DESCRIPTION	EVENT	DATES	BUDGET
Photographer	Open Show	06-17-20 to 06-20-20	500.00
Advertisement – Radio Lubbock, TX	Open Show	05-27-20 to 06-19-20	1,000.00
Advertisement – Radio Laramie, WY	Open Show	05-27-20 to 06-19-20	1,000.00
Advertisement – Radio Amarillo, TX	Open Show	05-27-20 to 06-19-20	1,000.00
Advertisement – Radio KAFF Flagstaff, AZ	Young Gun Series	03-11-20 to 04-19-20	125.00
Advertisement – Radio KAFF Flagstaff, AZ	Wooly Riding Series	04-08-20 to 05-17-20	125.00
Advertisement – Radio KAFF Flagstaff, AZ	Open Show	05-27-20 to 06-14-20	1,300.00
Advertisement – Radio Millennium Media Gallup, NM	Young Gun Series	03-11-20 to 04-19-20	400.00
Advertisement – Radio Millennium Media Gallup, NM	Wooly Riding Series	04-08-20 to 05-17-20	400.00
Advertisement – Radio Millennium Media Gallup, NM	Youth Rodeo Open Show	05-27-20 to 06-17-20	1,100.00
Advertisement – Radio IHeart Farmington. NM	Young Gun Series	03-11-20 to 04-19-20	990.00
Advertisement – Radio IHeart Farmington. NM	Wooly Riding Series	04-08-20 to 05-17-20	990.00
Advertisement – Radio IHeart Farmington. NM	Open Show	05-27-20 to 06-19-20	990.00
Advertisement – Radio IHeart Gallup, NM	Young Gun Series	03-11-20 to 04-19-20	475.00
Advertisement – Radio IHeart Gallup, NM	Wooly Riding Series	04-08-20 to 05-17-20	475.00
Advertisement – Radio IHeart Gallup, NM	Youth Rodeo Open Show	05-27-20 to 06-14-20	475.00
Advertisement – Radio KGAK Gallup, NM	Young Gun Series	03-11-20 to 04-19-20	935.00
Advertisement – Radio KGAK Gallup, NM	Wooly Riding Series	04-08-20 to 05-17-20	935.00
Advertisement – Radio KGAK Gallup, NM	Youth Rodeo Open Show	05-27-20 to 06-17-20	935.00
Advertisement – Radio KJKE Oklahoma City, OK	Open Show	05-27-20 to 06-19-20	1,000.00

Advertisement – Radio KXXX Oklahoma City, OK	Open Show	05-27-20 to 06-19-20	1,000.00
Advertisement – TV KOB Farmington & Alb. NM	Open Show	05-27-20 to 06-19-20	3,330.00
Advertisement – Print Journey Gallup, NM	Open Show	June Issue	500.00
Advertisement – Print Rodeo News	Open Show	May Issue	750.00
Advertisement – Print Lions Club State Convention Booklet	Open Show	June Issue	100.00
Advertisement – Print Gallup Chamber Visitor Guide	Kids and Open Show		1,500.00
Printing The UPS Store	Open Show Programs		4,000.00
Printing – Set Up	Open Show Programs		600.00
Printing The UPS Store	Open Show Posters & Flyers		4,350.00
Sponsor Jackets	Open Show		1,500.00
Buckles	Open Show		4,500.00
Shirts, Caps and Visors	Open Show		2,000.00
<b>TOTAL</b>			<b>\$39,280.00</b>

## EVENT BUDGET

Fill this out or attach your own version of this page, but an event budget is required. Be sure to include such expenses as site rentals, staff, equipment, operations, etc. Advertising should have a line item in this budget as well.

Expense	Estimated Cost
Please see attached page	
<b>TOTAL OF EVENT EXPENSES:</b>	

# GALLUP LIONS CLUB 72<sup>nd</sup> ANNUAL RODEO JUNE 17 – 20, 2020

INCOME	AMOUNT	EXPENSE	AMOUNT
Sponsor	51,000.00	Advertising – Photo	500.00
Lodgers Tax	25,000.00	Advertising – Radio	15,000.00
In-Kind	25,000.00	Advertising – Print	2,850.00
Tickets (Gate)	15,000.00	Advertising – TV	5,000.00
Tickets (Advance)	21,000.00	Stock Contractor	22,000.00
Parking	7,000.00	Stock Charge	7,000.00
Entry Fees	75,000.00	Feed/Hay	3,000.00
Merchandise Sold	1,000.00	Trick Rider	1,200.00
		Printing (All)	10,000.00
		Security	7,000.00
		Ambulance	1,000.00
		Clown	3,500.00
		Announcer	3,000.00
		Judges/Timers	2,500.00
		Hotel Rooms	3,000.00
		Community Service Fund	24,000.00
		Lion City Food	2,050.00
		Picnic and Awards	1,000.00
		Jackets and Buckles	6,000.00
		Office Supplies	850.00
		Postage	950.00
		Youth Rodeo	2,500.00
		Prize Money Replenishment	13,500.00
		Open Show Prize Money	70,000.00
		Rodeo Start up for 2021	7,500.00
		Program Set Up	600.00
		Rodeo Secretary	2,500.00
		Merchandise	2,000.00
<b>TOTAL</b>	<b>\$220,000.00</b>	<b>TOTAL</b>	<b>\$220,000.00</b>

Prepared By: Renee Swingle – Rodeo Chairman

**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: Renee Swingle - Rodeo Chairman

Signature: *Renee Swingle*

Date: 01-01-20

**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 Lions Club of Gallup, NM  
AUTHORIZED SIGNATURE *Renee Swingle*  
NAME PRINTED OR TYPED Renee Swingle  
TITLE/POSITION Rodeo Chairman  
DATE: 01-01-20

ADDRESS: P.O. Box 144 CITY, STATE, ZIP CODE: Gallup, NM 87305-0144

TELEPHONE #: 505-870-2920 FAX #: 505-722-6019 E-MAIL: rswingle@camcohvace.net



**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: 72nd Annual Gallup Lions Club Rodeo

ENTITY PUTTING ON EVENT: Gallup Lions Club

Mailing Address: P.O. Box 144, Gallup, NM 87305-0144

DATES OF EVENT: June 17th - 20th, 2019

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: Renee Swingle

PHONE NUMBER: 505-870-2920 EMAIL: rswingle@camcohvac.net

**THIS AGREEMENT** entered into the last dated signature set out below.

ORGANIZATION: Gallup Lions Club

SIGNATURE: Renee Swingle Date: 01-01-20

PRINTED NAME: Renee Swingle

CITY OF GALLUP:

By: \_\_\_\_\_  
110 West Aztec, Gallup, NM 87301 (505) 863-1227

Date: \_\_\_\_\_

**72<sup>nd</sup> Annal Gallup Lions Club Rodeo  
Schedule of Events Attachment  
Page 5, Section 2**

**June 17<sup>th</sup> Kids Rodeo (Ages 6 – 17)**

- 17 Events (Including Family Team Roping)
- Fruit Scramble

**June 18<sup>th</sup> Open Show Rodeo**

- Pre-Rodeo Game for children
- 12 Events
- 2 Events of Wooly Riding and Steer Riding Finals
- Trick Rider Performance
- Funny Man Clown Performance
- Calf Dressing

**June 19<sup>th</sup> Open Show Rodeo**

- Slack at 9:00 am
- Pre-Rodeo Game for children
- 12 Events
- 2 Events of Wooly Riding and Steer Riding Finals
- Trick Rider Performance
- Funny Man Clown Performance
- Calf Dressing

**June 20<sup>th</sup> Open Show Rodeo**

- Pre-Rodeo Game for children
- 12 Events
- 2 Events of Wooly Riding and Steer Riding Finals
- Trick Rider Performance
- Funny Man Clown Performance
- Calf Dressing
- Award Presentation for Wooly Riding and Steer Riding Finals
- Presentation to Legends of the Past, Present and Future
- Rough Stock Ride Off for Bull Riding, Saddle Bronc and Bareback



# 71st Annual Gallup Lions Club Rodeo



Current Legend - Brandy Klein-Sanchez

## June 12-15th, 2019

[www.galluplions.com](http://www.galluplions.com)

GALLUP *Real* TRU



# 71st Annual Gallup Lions Club Rodeo



See  
Amazing  
Feats of  
Skill

SAVE  
THE  
DATE

## Trick Riders

# June 12-15th, 2019

[www.galluplions.com](http://www.galluplions.com)

GALLUP *Real* TRU



**72<sup>ND</sup> ANNUAL GALLUP LIONS CLUB RODEO  
P.O. BOX 144  
GALLUP, NM 87305-0144**



**Rodeo Application**

This is the 72<sup>nd</sup> year that the Gallup Lions Club has sponsored the annual Rodeo. Our Rodeo is the largest amateur rodeo in the Southwest. We kick it off with the WRC (Wooly Riding Championship) Series and the YGSR (Young Gun Steer Riding) Series in April and May that culminate with the winners competing at our Open Show Rodeo in June. We have our Open Show Rodeo the weekend of Father's Day each year. This includes the Youth Rodeo on Wednesday evening, followed by the Open Show Timed Events and Rough Stock Performances Thursday, Friday and Saturday night, with slack being run on Friday morning. Each nightly performance includes a Calf Dressing competition. This is a very big crowd pleaser. Trick Rider performances will be returning this year. The two trick riders will be coming all the way from Missouri. The Open Show Rodeo will offer a nightly game for the children before the rodeo begins. Each child that participates will be awarded a prize.

Our announcer, Kyle Tom, is well-known in the Southwest Rodeo Circuit. Every rodeo he works, he announces the dates of our Rodeo. We have advertised in the Rodeo News Magazine which targets the specific rodeo crowd. Two years ago, we added television spots in Farmington and Albuquerque. We advertise with iHeart Media, both locally and in Farmington. We also advertise in Lubbock TX, Amarillo TX, Laramie WY, Flagstaff AZ, and Oklahoma City OK. New to our advertising this year we added the Gallup Chamber Visitor Guide with printing of 55,000 books.

Our major sponsors, stock contractors, judges and bullfighters have jackets and shirts advertising the Gallup Lions Club Rodeo. Since they travel, our Rodeo is advertised all over the Southwest Rodeo Circuit. This year our rodeo will be co-sanction with NMRA (New Mexico Rodeo Association) and NSPRA (National Senior Pro Rodeo Association) which attracts more contestants.

As A Lion Club, all funds received from the public will be returned to the community. We do this through the Community Service Fund (our General Fund). A few of the projects we have contributed to in the past are the Lions Eye Foundation (\$500), Lions Eye Bank (\$500), Charity Invitational (\$750), TDFL (\$500), Kids Back Pack Program through the Community Pantry (\$2500), Coats for Kids (\$500), Boys and Girls Club (\$500), Big Brothers Big Sisters (\$500) and proudly purchased the Score Board at the Public School Stadium (\$20,000). Additionally, we have also provided many services to the community including serving hot dogs at various events such as National Night Out, The Emergency Management Feed, Fun Day at the park – totaling about 4000 hotdogs and serving over 1000 hamburgers at the local TDFL Tournament. We proudly put up flags for the Freedom Run and Run for the Wall.

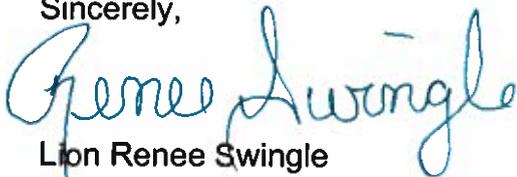
We screen over 200 children per year at Gallup and Grants Head Start Programs and will be expanding these screening into the Gallup-McKinley County Schools through NMLOKS (New Mexico Lions Operation Kid Sight).

Lions Club International is the largest Service Organization in the world. As you can see the local Gallup Lions Club is very service-oriented. These activities are only possible through the sponsorship we receive from our various fundraisers. Therefore, we are asking that you consider a \$25,000 sponsorship for our upcoming rodeo. We will gladly put your logo on all our advertisements and T-Shirts.

We are enclosing the required application for the 2019-2020 FY, a copy of our budget and a current W-9. We have also attached a copy of last years flyers "Save The Date". This year "Save The Date" are being printed as of this moment. Within the next week current posters and flyers will be distributed and hung throughout New Mexico, Colorado and Arizona.

Thank you in advance for your time and consideration of this application. If you have any questions, please feel free to contact myself, Lion Renee Swingle, Rodeo Chairman at (505) 870-2920 or Lion Linda Hite, Rodeo Treasurer at (505) 862-1962.

Sincerely,



Lion Renee Swingle  
Rodeo Chairman