

Lodgers Tax Application Events July 1, 2021-June 30, 2022

Application Deadlines:

- May 18, 5pm deadline: Round 1- all events before September 30, 2021 required; later events optional. Lodger's Tax meeting on May 19th at 11:00 am in El Morro Events Center. Must submit by May 18th for consideration. Funding recommendations will be taken to City Council for approval on May 25th.
- August 6, 5pm deadline: Round 2- all events between October 1-December 31 required; later events optional
- December 10, 5pm deadline: Round 3- all events between January 1- March 31, 2022 required; later events optional
- February 25, 5pm deadline: Round 4- all events remaining before June 30, 2022.

Call (505) 863-1227 or email jlazarz@gallupnm.gov to speak to Jennifer for application assistance.

If you realize you would like to change your application or make a correction, email that information to: jlazarz@gallupnm.gov prior to the application deadline. Applications may not be altered after the deadline.

Email *

elcapitan@ziarides.com

Eligibility and Criteria

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.

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, to the section on eligible expenses). Only one application per event/project. Multiple organizations may not apply for the same event.

Eligible and Ineligible Expenses

Allowed:

Print Ads
 Digital Space, digital newsletters, static ads
 Social Media
 Billboards
 Radio
 Print guides/magazines- with no advertising or sponsorships sold
 Website- only to Gallup specific event, not whole business or other events. One time design, annual fee for domains
 Photo and video (required to submit 3 photos and/or 1 video from service)
 Prizes and Awards: May include banners, trophies, saddles, buckles. Must have tourism logo, may include shared sponsorship

Not Allowed:

Resale of any Lodger's Tax funded materials
 Sale of sponsorship space on a Lodger's Tax print or digital advertising medium
 Back numbers
 Tickets, admission badges
 Banners- exception: for a sports team prize/award. Not allowed for posting sponsorships, event schedules, or other on-site purposes
 tents or other physical structures
 Give-aways- t-shirts, hats, cups, small items, sports equipment (balls, frisbees, etc). These items may not be considered awards.
 Event Operations (including food)

I have read and reviewed the expenses allowed/not-allowed above. Type your name indicating your signature: *

Seth Bush

Contact Information

Event Name *

24 Hours in the Enchanted Forest

Organization Hosting the Event (on W9) *

Mountain Bike Southwest, LLC (DBA Zia Rides)

Event Dates *

June 11-12, 2022

Contact Person Name *

Seth R Bush

Contact Person Email *

elcapitan@ziarides.com

Contact Person Phone *

505-554-0059

Organizer Address *

3228 Calle de Estella NW, Albuquerque, NM 87104

Interview Questions

Please fill out the questions below with regard to your event and its budget.

Describe the overall project or event- what is happening at the event? How many years have you been doing the event? What is new this year? *

24 Hours in the Enchanted Forest is a mountain bike race/festival held annually at McGaffey Campground in the Zuni Mountains. The event is centered around a 24 hour mountain bike race. But, the focus is on an entire weekend of family fun with kids activities, live music, food vendors, etc. This will be the 12th year of the event. We will be bringing back many of the festival activities that were cut in 2020 due to the pandemic.

Describe the schedule of your event- please be specific with dates and times *

Set up takes place on Wednesday and Thursday, June 8-9. Participants begin arriving on Thursday, June 9. Packet pickup, live music, and other festival activities begin on Friday, June 10. The race starts at 11am on Saturday, June 11. Festival activities and live music continue on Saturday, June 11 into the morning on Sunday, June 12th. The race finishes on Sunday, June 12 at 11am followed immediately by the awards ceremony.

Who is the target audience for your event advertising if you receive the grant funding? Who are you trying to attract to the event? *

The target audience is mountain bikers and outdoor enthusiasts, typically with families, from throughout the Southwestern United States and beyond. For this event, our main markets are New Mexico, Arizona, and Colorado. The thing that makes Zia Rides different from other bike events is our focus on providing a fun weekend for the entire family. Our target audience also has the ability to afford to travel and spend money in hotels, restaurants and local stores. They return to the area after getting introduced to it during our event.

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

We only really market outside of Gallup with a heavy focus on social media. We target boosted posts specifically in the highly populated areas within a days drive of Gallup. This includes Phoenix, Tucson, El Paso, Denver, Colorado Springs, Denver, Salt Lake City and Las Vegas.

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: *

Participants have to register for the event. We collect extensive data in the registration process including, city/state, age, etc. We also complete a post event survey that includes where they stayed locally. We can add any additional information requested by the City of Gallup.

Funding Requests

How much grant funding are you requesting? *

\$6000.00

Total anticipated event cost, including marketing? *

\$45500

Number of anticipated event staff and volunteers *

50

Anticipated Event Attendance *

600

Grant Request- Advertising Budget

Please list your advertising budget.

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. • Only include items here that you wish to have funded by the grant.

Advertising Budget- list advertising company, type of ad, month the ad/promotion will run, and the cost *

Zak Rutledge, art design, January 2022: \$250
 Shannon Venegas, graphic design and layout work, January 2022: \$500
 Curtis Gillen, Social Media and internet planning, scheduling and design, \$250
 Instagram/Facebook boosted posts, January 2022: \$400
 Icontact Newsletter Service, January 2022: \$182.31
 Instagram/Facebook boosted posts, February 2022: \$400
 Icontact Newsletter Service, February 2022: \$182.31
 Cycling West advertisements, March 2022: \$500
 Icontact Newsletter Service, March 2022: \$182.31
 NM PrintNow - Epic Rides - 24 Hours in the Old Pueblo event advertisement insert: \$500
 Instagram/Facebook boosted posts, March 2022: \$400
 Icontact Newsletter Service, April 2022: \$182.31
 Cycling West advertisements, April 2022: \$500
 Instagram/Facebook boosted posts, April 2022: \$400
 Local store TBD, event prizes to be local artwork purchased in Gallup, NM: \$2500
 Icontact Newsletter Service, May 2022: \$182.31
 NM PrintNow - Epic Rides - Whiskey50 event advertisement insert, April 2022: \$500
 Instagram/Facebook boosted posts, May 2022: \$400
 NM PrintNow - 12 Hours of Mesa Verde advertisement insert, May 2022: \$500
 Gillen Photography, event photographer, June 2022: \$1500
 Gallup Independent, Enchanted Forest Event promotional guide, June 2022: \$750

Type your event budget here. This must include your advertising grant request amount. Please specify all costs including personnel, facility rental, security, and other event expenses. *

Advertising & Design

Art Graphic Design and layout \$1,000.00
 Cycling West Ads \$1,000.00
 Icontact Newsletter \$911.55
 N24 marketing/membership \$500.00
 Facebook/instagram Ads \$2,000.00
 Advertising inserts at other bike races \$1,500.00
 Poster distribution to bike shops in AZ, CO, and NM \$1,000.00
 Photographer \$1,500.00
 Misc \$500.00
 \$9,911.55

Promotional

Event T-Shirts \$5,000.00
 Event glasses \$1,000.00
 Event Stickers \$300.00
 Event Guide set up and printing \$1,000.00
 Misc Printing \$250.00
 \$7,550.00

Logistics & Course

Timing/bibs \$800.00
 Course Marking \$200.00
 Entertainment \$1,000.00
 Event Signage \$200.00
 SAR \$1,500.00
 Insurance \$2,000.00
 USFS site rental \$5,000.00
 Trash & Recycling \$500.00
 Kids Activities and day camp \$500.00
 Adult Prizes - Gallup pottery or other local art \$2,500.00
 Fun Prizes \$500.00
 Beverages \$200.00
 Ice \$200.00
 Gas for generators \$50.00
 Water \$0.00
 \$15,150.00

Administrative and staff

Feeding Staff \$1,000.00
 Postage & Mailing Supplies \$500.00
 Permit Fees \$3,000.00
 Event Supplies \$500.00
 Lodging \$500.00
 Coordinator Wages \$7,000.00
 Coordinator Gas Reimbursement \$300.00
 Announcer \$1,000.00
 Misc \$0.00
 \$13,800.00
 Total Expenses \$46,411.55

Revenue

Previous Year Balance \$0.00
 Lodger's Tax \$5,000.00
 Registrations \$60,000.00
 Merchandise Sales \$2,000.00
 Camping Fees \$2,000.00
 Total Revenue \$69,000.00

Total Remaining \$22,588.45

REPORTING REQUIREMENTS AND GUIDELINES

A. 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. In the instance an event is cancelled due to a governor Public Health Order, Lodger's Tax funding remains intact and will be reimbursed, but may not be rolled into a new fiscal year.

B. TIMELINE FOR FUNDING REQUESTS AND REIMBURSEMENT RULES

No later than 60 days after the event:

1. 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)
2. Event organizers may submit up to three requests for reimbursement toward their grant allotment.
3. 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.

C. 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.

D. 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.

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

F. PHOTO REQUIREMENT

After the event/project you are required to submit a minimum of three (3) 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.

LODGERS' TAX FUNDS GENERAL CONDITIONS 2021-2022 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.

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.

Type your name to acknowledge you have read the general conditions *

Seth Bush

Financial Disclosures

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. TYPE YOUR NAME AS A SIGNATURE *

Seth Bush

I/We agree that if I/we am/are awarded Lodger's Tax by the City of Gallup it can only be used for advertising, publicizing, promoting and marketing of the above named event and agrees to use GallupRealTrue logos in their materials. I/we further understand and agree that the Lodger's 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. TYPE YOUR NAME AS A SIGNATURE *

Seth Bush

The City of Gallup Tourism and Marketing Manager will contact you after receipt of this application with any questions or clarifications. In addition, she will notify you of the date of the next Lodger's Tax meeting during which your application will be considered. Applications falling outside the required windows in Section 1 of this application will not be considered for funding. Call (505) 863-1227 or email jlazarz@gallupnm.gov with any questions.

This form was created inside of City of Gallup.

Google Forms