



## LODGERS TAX FY 23

**Events July 1, 2022-June 30, 2023**

# APPLICATION AND INSTRUCTIONS

Contact Info for Questions:

[jlazarz@gallupnm.gov](mailto: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](mailto:jlazarz@gallupnm.gov)
- **Online:** You may choose to do the online application here: <http://bit.ly/lodgerstax2122>
- **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.

# GRANT PROGRAM INFORMATION 2022-2023

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## A. APPLICATION CONSIDERATION:

Applications become available March 2, 2022. They will be emailed, there will be an online submission option, or print copies will be available in the Tourism mailbox at the City Clerk's office.

Application Deadlines:

- April 1, 5pm deadline: Round 1- all events before September 30 required; later events may always apply early
- August 5, 5pm deadline: Round 2- all events between October 1-December 31, 2022 required; later events may always apply early
- December 9, 5pm deadline: Round 3- all events between January 1- March 31, 2023 required; later events may always apply early
- March 3, 5pm deadline: Round 4- all events remaining before June 30, 2023.

B. OBTAIN APPLICATION: Applications can be obtained on the city website under Tourism- Lodgers Tax, they are emailed to previous recipients, they can be filled out online, or you may call 505-863-1227 and request one to be mailed to you.

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. Refer to the chart on application page 4 for eligible expenses.

E. Only one application per event/project. Multiple organizations may not apply for the same event.

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# 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

A post event attendance evaluation form will not be required during FY23.

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 Visit Gallup logo. *No previous Lodgers Tax logos will be accepted on materials.* Logos and guides are available by visiting the city website or [https://yourbandwagon.filecamp.com/s/Visit\\_Gallup\\_Brand/p](https://yourbandwagon.filecamp.com/s/Visit_Gallup_Brand/p)

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 2022-2023 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

Not-Allowed	Allowed Expenses
<ul style="list-style-type: none"><li>• Resale of any Lodger's Tax funded materials</li><li>• Sale of sponsorship space on a Lodger's Tax print or digital advertising medium- you may not purchase ads for sponsors using Lodgers Tax funds</li><li>• Back numbers</li><li>• Tickets, admission badges</li><li>• On-site Banners- exception: for a sports team prize/award. Not allowed for posting sponsorships, event schedules, or other on-site purposes</li><li>• tents or other physical structures</li><li>• Give-aways- t-shirts, hats, cups, small items, sports equipment (balls, frisbees, etc). These items may not be considered awards.*</li><li>• Event Operations- including food</li></ul>	<ul style="list-style-type: none"><li>• Print Ads</li><li>• Digital Space, digital newsletters, static ads</li><li>• Social Media</li><li>• Billboards</li><li>• Radio</li><li>• Print guides/magazines- with no advertising or sponsorships sold</li><li>• Website- only to Gallup specific event, not whole business or other events. One time design, annual fee for domains</li><li>• Photo and video (required to submit 3 photos and/or 1 video from service)</li><li>• Prizes and Awards: May include banners, trophies, saddles, buckles. Must have tourism logo, may include shared sponsorship</li><li>• Graphic Design of advertising materials</li></ul>

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.

## LODGERS' TAX FUNDS EXPENSES- NOT ALLOWED/ALLOWED



\*If you wish to seek an exception to this rule please provide a one page summary explaining the benefit of these items to your event.

## 2022-2023 LODGERS' TAX GRANT APPLICATION

### PART I: PROJECT INFORMATION

Event Name:	Red Rock Rally Ride
Organization Hosting the Event (on W9):	Red Rock Motorsports Club, Inc.
Event Date(s):	July 22 – July 23
Event Organizer & Title within Organization:	Greg Kirk – President of Red Rock Motorsports Club, Inc
Phone Number of Organizer:	(505)-870-7278
Email of Organizer:	gkirk64@yahoo.com
Organization Address:	3303 Churchrock Street Gallup, NM 87301
Contact Person (If different than person who prepares application):	Greg Kirk (505)-870-7278
Contact Phone and Email for Secondary Person:	RJ Palacios (505)-870-8518 ray_jr13@yahoo.com
Event Location:	City of Gallup OHV / Motocross Park

### PART 2: PROJECT COST AND FUNDING REQUEST

<b>Lodgers Tax Grant Funding Requested: (Must match application page 7)</b>	\$1,750
Total Anticipated Project/Event Cost: (Must match application page 8)	\$6,850
Anticipated Number of Volunteers:	20
Anticipated Attendance (not including volunteers/staff):	500

**PART 3: CRITERIA**

1. Give a 2-3 sentence summary of your event for the tourism website (A Sales Pitch!): \_

This year, Red Rock Motorsports Club is doing something new. Instead of the annual Red Rock 100 Desert Race, we are hosting a rally ride. No racing, just casual fun riding for all that love to ride; dirt or pavement. So get your dirt bikes, atv's, utv's and motorcycles ready and join us for a family oriented event on July 22 - 23, 2022.

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2. Please include a specific schedule of events here or attached with your application. Be specific with dates and times. July 22: 5pm – 8pm – Rider registration

July 23: 7am – 9am – Late registration

10am – 5pm – Guided rally ride for off roaders and road motorcyclists

6pm – 9pm – Dinner for event patrons

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

This year we plan to add to our audience. Instead of only our usual off-road audience, we are including our on-road family to our event. The Red Rock Rally Ride is going to cater to the usual dirt bike, atv, and utv crowd, plus motorcyclists (street riders).

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4. Describe the regions/cities in which you plan to market your event **outside** of Gallup? How does your marketing budget accomplish this?

Our social media ads are shared to off road groups with members from all over the southwest United States. In the past years, our social media ads have brought racers to Gallup from as far as Texas and California. Our posters are displayed in off road vehicle mechanic shops and dealerships in Albuquerque, Farmington, Flagstaff, and Phoenix. Social media ads have the option for the club to pay to boost the number of people that will see the ad. By paying, our ad will be seen by more people than just those who are members of the groups that the ad gets shared to.

**PLAN FOR GRANT AMOUNT REQUESTED**

Fill out this chart with your spending plan and the costs for these items.

PLEASE NOTE ALLOWED & NOT ALLOWED EXPENSES ON PAGE 4 OF THE APPLICATION.

- **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.
- Quotes are recommended but not required at this time, however they will strengthen your application.
- Only include items on this chart that you wish to have funded by the grant.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	When will the advertisement run? (Month)	Cost
Facebook / Instagram	Facebook sponsored Ad	May - July	\$400
Posters	Event name, date & tourism logo	May - July	\$100
Radio	Radio Ad	May - July	\$200
Graphic design	Posters & social media ads	May - July	\$900
Participation award/ sticker	Sticker with event / tourism logo	July 23	\$150
<b>GRAND TOTAL OF ADVERTISING PLAN (Must match request on page 5)</b>			<b>\$1,750</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.

Expense	Estimated Cost
<b>ADVERTISING BUDGET REQUEST FROM PAGE 7:</b>	
Course prep: Tractor rental plus fuel	\$500
Office supplies for rider registration, wrist bands, waivers	\$200
Food and beverage for volunteer staff	\$400
Food and beverage for event patrons	\$2000
Event T-shirts	\$2000
Advertising	\$1750
<b>TOTAL OF EVENT EXPENSES:</b>	<b>\$6850</b>

**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
- 2022 Updated IRS Form W-9 Request for Taxpayer Identification Number and Certification. You may find one here: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

**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: Greg Kirk- Club President

Signature: Greg Kirk

Date: 4/1/2022

**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 Red Rock Motorsports Club, Inc

AUTHORIZED SIGNATURE Greg Kirk

NAME PRINTED OR TYPED Greg Kirk

TITLE/POSITION President of Red Rock Motorsports Club, Inc

DATE: 4/1/2022

ADDRESS: 3303 Churchrock Street

CITY, STATE, ZIP CODE: Gallup, NM 87301

TELEPHONE #: (505)-870-7278 FAX #: \_\_\_\_\_ E-MAIL: [gkirk64@yahoo.com](mailto:gkirk64@yahoo.com)

# 2022-2023 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: Red Rock Rally Ride

Event Organizer (as listed on W9): Red rock Motorsports Club, Inc

Mailing Address: 3303 Churchrock Street

Gallup, NM

87301

Dates of Event: July 22 – July 23

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 Visit Gallup 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.

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

ORGANIZATION: Red Rock Motorsports Club, Inc

SIGNATURE: Greg Kirk Date: 4/1/2022

PRINTED NAME: Greg Kirk

CITY OF GALLUP:

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

110 West Aztec, Gallup, NM 87301 (505) 863-1227

**A COPY OF THIS WILL BE MAILED TO YOU ALONG WITH AN EVENT EVALUATION FORM FOR SUBMISSION WITH YOUR REIMBURSEMENT DOCUMENTATION.**