



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.

## 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:	FRIDAY NIGHT RIDES - Crest Coffee
Organization Hosting the Event (on W9):	SANSEICO DBA CANDLE'S SIDEWALK CAFE
Event Date(s):	04.07-05.05-06.09-07.07-08.04-09.01-10.06 of 2023
Event Organizer & Title within Organization:	Bryanony Rich - Marketing Director
Phone Number of Organizer:	(505) 722-3849
Email of Organizer:	bryanony@fairasize.com

Organization Address:	306 S. 2 <sup>nd</sup> St Gallup, NM 87301
Contact Person (If different than person who prepares application):	Bethany Silva bethanysilva@gmail.com
Contact Phone and Email for Secondary Person:	(505) 722-3849 beth
Event Location:	306 S 2 <sup>nd</sup> St. Gallup NM, 87301

**PART 2: PROJECT COST AND FUNDING REQUEST**

Lodgers Tax Grant Funding Requested: (Must match application page 7)	\$ 5,845. <sup>02</sup>
Total Anticipated Project/Event Cost: (Must match application page 8)	
Anticipated Number of Volunteers:	5
Anticipated Attendance (not including volunteers/staff):	50-150

**PART 3: CRITERIA**

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

trucks of all types - low, vintage, fast, slow - all are welcome. Great people,  
activities and fantastic food. A family friendly event that has a little bit  
of everything for everyone. Eat. Relax. Drive!

2. Please include a specific schedule of events here or attached with your application. Be specific with dates and times.

SEE Attached



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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?

Auto enthusiasts and their family + friends. Historic Route 66 appeals to many people around the world; when they think of it, they think of classic cars and the vibrant culture of the Southwest. Friday Night Rides - Cars + coffee delivers that desired vibe.

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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?

RADIO and SOCIAL MEDIA have a broad reach. Through social media, we can select regions to target - Eastern Arizona, Southern Colorado, and Southern New Mexico.

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**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
Butler's Office Supply	Flyers + Posters	Beg. of each month	\$175.00
Gentle Sun Publisher	Print	April	\$172.76
Gentle Journey	Print	May	\$1297.86
Millennium Media	RADIO	TBA	\$2,000.00
FB, Instagram, Google, Youtube	- Boosts on FB - Insta Images, VIDEO - Digital	TBA	\$1500.00
Dog House Media	AUDIO, VIDEO, Event Organization	TBA	\$2,700.00
GRAND TOTAL OF ADVERTISING PLAN (Must match request on page 5)			\$5,845.62





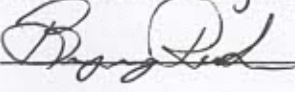
TOTAL OF EVENT EXPENSES: \_\_\_\_\_

**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**

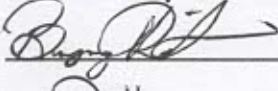
I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds 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: Bryanny Rich - Marketing Director  
Signature:   
Date: 03.06.2023

**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 conditions 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: SANSICO, LLC DBA Camille's Snowwalk Cafe  
AUTHORIZED SIGNATURE:   
NAME PRINTED OR TYPED: Bryanny Rich  
TITLE/POSITION: Marketing Director  
DATE: 03.06.2023

ADDRESS: P.O. Box 3069

CITY, STATE, ZIP CODE: Gallup, NM 87305

TELEPHONE #: (505) 722-3849 FAX #: \_\_\_\_\_ E-MAIL: bryanmy@business.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: Friday Night Pups - Cars & Coffee

Event Organizer (as listed on W9): Bayanmy Rich

Mailing Address: P.O. Box 3069 Gallup, NM 87305

Dates of Event: 1<sup>st</sup> Friday from April to October 2023

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: Camille's Sidewalk Cafe

SIGNATURE: Bayanmy Rich Date: 03.06.2023

PRINTED NAME: Bayanmy Rich

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.**