



# LODGERS TAX REIMBURSEMENT GUIDE

Includes: Expenses not covered by  
Lodgers Tax Funding

UPDATED January 7, 2019

## 2019-2020 LODGER'S TAX GRANT AWARD EXPENDITURE GUIDELINES

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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. Approved projects will receive notification of the funding amount, administrative guidelines and any special conditions of funding.

### Not covered:

- Food of any kind
- Item submissions that do not meet branding requirements
- Event expenses (costs of making your actual event happen in the first place), such as fireworks, fences, referees, umpires, time to download or upload materials for any services, etc.
- Event Decorations
- Video production for advertising or marketing purposes. Only the distribution expenses of the video will be considered allowable expenses (through Google, Social media, or digital placement contract with outside vendor)
- Sponsor banners with the logo. The only permitted banner is a banner that ONLY uses the Gallup Real True artwork and no other businesses/sponsors.
- Website construction/maintenance: Lodgers' Tax no longer covers the construction of a website. Lodger's Tax DOES cover the social media or digital marketing required to draw traffic to a website. The website is an extension of our business- we cover what you do to drive traffic to your business. Google ads and boosts on social media for example, would be covered.
- Items added that were not in the City Council Approved application.

### REIMBURSEMENT REQUESTS

All requests must be made in no more 3 draws and must be completed no later than 60 days after the event. Failure to submit the Evaluation Form with the final draw for funds will result in denial of future Lodgers Tax Grant Funds. All funds will be released back into the grant pool after 60 days from the event date. The Tourism and Marketing Manager will submit one (1) reminder email at approximately 30 days after the event date and the termination of the funds will be automatic at 60 days. Awardees will be notified via standard mail.

### Reimbursement materials required:

- **Letter of reimbursement request** that includes the following: Organization name (as on the w9 submitted with the application), amount awarded, amount of the request, list of the vendors and amounts paid to each vendor.
- **Invoice or receipt marked paid by the vendor** (hand written payment statements do not count). All invoices must have dates, invoice numbers, and vendor contact information listed on them.
- **Proof of payment**- cancelled check, bank statement, credit card receipt (no longer accepted- copies of checks that were written but not processed)
- Final Draw: Evaluation Form and Photographs

Reimbursement submission options:

- **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)
- **Drop off at City Hall:** Bring to the City Clerk's office to be placed in the Tourism Mailbox
- Reimbursement materials will **not** be accepted in person at the Tourism Office or by any staff at the El Morro Theatre and Events Center.

## 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 FY20 materials.* Logos and guide will be provided at time of award notification and are always available for download at [www.gallupnm.gov](http://www.gallupnm.gov)

## PHOTO REQUIREMENT

After the event/project you are required to submit a minimum of two (2) 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. Failure to provide the required photographs may disqualify you for future funding.

## 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.***

## 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.

## ADVERTISING TIPS & RECOMMENDATIONS

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Social Media Advertising- target regions outside of Gallup, you can change the age, gender, demographic, and interests of who you are targeting through paid ads. Ads must have an image or video for best demographic capture.

- Facebook: Put in your image or video, click "boost post". From here you can choose the demographics, budget, time of reach. There are two kinds of reach: organic and paid. Organic is what would show up without a paid boost, paid is what you're asking FB to put out there. FB also tracks who clicks or shares your ads as well.
- Instagram: make sure you have an event hashtag and a way for the folks who love your event to share their photo experiences. Make sure you have an account for people to tag into. Users have the option to share their posts to FB.
- Twitter: this is a dying platform. Forget it. It doesn't direct traffic to your website or other areas focused on your event.
- Snapchat: Geofilter- you can pay for a filter to advertise your event. You pay based on where it is and what it looks like.
- Target Specific FB groups: look up lovers of your activity and see if they have group social media pages dedicated to that. If they do, see if you can post your flyer on those pages.

Trade/Industry Magazines and Digital Advertising- The BEST plan of action next to social media is to target publications that specifically cater to your interest group, and advertise both in print and on their digital platforms (banners, web ads, e-blasts, newsletters, FB endorsements).

- Look at circulation of the publication and subscribers to digital press
- “Bang for your buck”- look at timelines for when your traditional customer is planning their season or excursion, look at the age demographic of your consumer to determine the percentages of which way to go print vs. digital

Youtube channel: does your organization have a lot of video? Post your videos, share them!!!

Advertising to the local community can be done at low or no cost in the Community Calendars of the Gallup Sun, Gallup Independent, and Gallup Journey. In addition, many radio station hosts in our area love to have conversations about events that greatly impact our quality of life.

**Photos and Videos sell events, not shopping lists of what people can do.**