I. CALL TO ORDER

II. APPROVAL OF MINUTES
   A. July 15, 2019

III. FINANCIALS

IV. OLD BUSINESS
   A. POST EVENT REPORTS

<table>
<thead>
<tr>
<th>EVENT</th>
<th>EVENT DATE</th>
<th>POST REPORT DUE</th>
<th>AMOUNT FUNDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steamers and Dreamers</td>
<td>September 20-21, 2019</td>
<td>November 18, 2019</td>
<td>$2,000</td>
</tr>
<tr>
<td>Aztec Highland Games</td>
<td>October 4-6, 2019</td>
<td>January 20, 2020</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

   B. LTAB Logo
   C. Funding Application Revisions

V. NEW BUSINESS

   A. Board Member resignation
   B. Funding Request: Aztec Sparkles Event

C. ITEMS FROM FLOOR

   Next Meeting November 18, 2019

D. ADJOURNMENT
I. CALL TO ORDER
   Meeting Date:       July 15, 2019
   Meeting Called to Order:  2:02 pm
   Members Present:   Joshua Large, Jimmy Miller, Denise Robertson, Sandra Harber
   Members Absent:    Danielle Workman
   Staff in Attendance: Commissioner Austin Randall, Kris Farmer, Kathy Lamb, Wilann Thomas and Sherlynn Morgan
   Other in Attendance: Cindy Iacovetto

II. APPROVAL OF MINUTES
   Motioned by: Sandi to approve May 20, 2019 Minutes
   Seconded by: Jimmy
   Motion Passed: 4 ayes; 0 nays

III. FINANCIALS
   Kris Farmer explained the financials and asked if anyone had questions. Joshua mentioned that Lodger’s Tax for Presidential Inn’s will be down for the next couple of months because they have long term stays lined up.
   Motioned by: Sandi to approve financials
   Seconded by: Denise
   Motion Passed: 4 ayes; 0 nays

IV. OLD BUSINESS
   A. Annual Budget
      - Everything good, Kathy explained that they could set up a contingency account for unexpected events it they would like
      - Board decided to put $4000 in a contingency line for this year’s budget
   Motioned by: Jimmy to approve financials
   Seconded by: Sandi
   Motion Passed: 4 ayes; 0 nays
V. NEW BUSINESS

A. Funding Request: Steamers and Dreamers

- This item was tabled last meeting in order to get more information
- Cindy feels that moving the event from February to September will increase the turn out as well as partnering with other events and having it outside and visible to more people
- Cost to advertise in the Durango Herald is $1500
- Partnering with ATOS and the Truck Show
- Events will include: Truck Show, Parade, 5K run, petting zoo, vendors, bands, art show, craft show, costume contest, movie, face painting, spaghetti dinner, dancing
- Hopes will become an annual event
- Advertising Telluride, Cortez, Albuquerque, 4 corners with flyers, posters, radio, social media, and print

Motioned by: Sandi to give $2000
Seconded by: Denise
Motion Passed: 4 ayes; 0 nays

B. Funding Application Revision

- Staff mentioned ideas that they would like to see on the application: provide advertising examples and media, check and balance on where funds spent, and marketing plan
- Board felt that there should definitely be changes and instructed staff to work on changes and bring to next meeting

Motioned by: Sandi to give $2000
Seconded by: Denise
Motion Passed: 4 ayes; 0 nays

C. Discussion to Amend LTAB Agenda to add Post Event Reporting

- The board and staff felt it was a good idea to have on the agenda the post event reporting with date due as a regular item

D. Discussion of IPW May 2020 Booth Cost

- Wilann asked the board if they would fund the Visitor Centers portion of the booth cost for the IPW Tour Operator Show at the end of May in Las Vegas, NV
- Joining with Grand Circle again
Great way to get information out about Aztec and get tour groups interested in the area
After the last show we were able to get several tours to the area

Motioned by: Joshua to give $2500 for the booth rental at the IPW Show
Seconded by: Sandi
Motion Passed: 4 ayes; 0 nays

VI. ITEMS FROM FLOOR

Next Meeting September 16, 2019

Wallace Begay presented the post event reporting for the Alien Run
He mentioned that they had 87 participants
1/3 of them were from out of town: Corrales, Denver, El Paso, Flagstaff, Las Cruces, Santa Fe, Durango, Moab, Pagosa, Cortez, Albuquerque, Grants, and Gallup
They advertised on Facebook, print and had T-shirts with the LTAB logo listed on the back

VII. ADJOURNMENT

The meeting adjourned at 3:45 pm

MINUTES APPROVED

Joshua Large, Chairman
Sherlynn Morgan, Minute Taker
Staff Summary Report

MEETING DATE: September 16, 2019
AGENDA ITEM: Financials
AGENDA TITLE: August 2019 Lodgers Tax Financial Report
ACTION REQUESTED BY: City Staff
ACTION REQUESTED: Approval of Financials
SUMMARY BY: Kris Farmer

PROJECT DESCRIPTION / FACTS

Summary of August 2019 Revenues and Expenses
- August 2019 represents 16.66% of the fiscal year.
- 13% of projected Lodgers Tax has been collected.
- 60% of expenditure budget has been expended/encumbered. Of the $10,941 that has been expended to date $5,000 is for approved funding requests, leaving a balance of $6,500 for future funding requests. $5,941 was spent on advertising.
- Advertising budget 13% expended 54% has been encumbered for advertising projects
- 43.5% of funding requests have been approved leaving a $6,500 balance for future funding request.
- August 2019 ended with a healthy cash balance of $88,625.96

Changes made to graphs from previous financial reports
- Graph 1  Lodgers Tax monthly receipts by fiscal year
- Graph 2  Lodgers Tax receipts for each fiscal year by month (comparison of same month by multiple fiscal years)
- Graph 3 Year to Date Lodgers Tax receipts by fiscal year

SUPPORT DOCUMENTS: August 2019 Lodgers Tax Report, Graphs 1-3

DEPARTMENT'S RECOMMENDED MOTION: Move to Approve Lodgers Tax August 2019 Financial Report
# Lodgers Tax Report

**16.66 % Yr Complete For Fiscal Year: 2020 / 8**

## Revenue Accounts:

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>220-0000-31260</td>
<td>Tax: Lodgers</td>
<td>44,529</td>
<td>47,330</td>
<td>40,326</td>
<td>1,022</td>
<td>35,000</td>
<td>4,564</td>
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<td>30,436</td>
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<td>220-0000-31261</td>
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<td>220-0000-36100</td>
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<td>521</td>
<td>1,431</td>
<td>45</td>
<td>750</td>
<td>0</td>
<td>0</td>
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<td>750</td>
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<tr>
<td>220-1116-34430</td>
<td>Lodgers: Penalty &amp; Interest</td>
<td>0</td>
<td>1,746</td>
<td>9,219</td>
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</tbody>
</table>

**Total Revenues:** 44,870 54,151 50,976 1,067 45,600 3,564 4,564 0 31,186 13.0 %

## Expense Accounts:

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</thead>
<tbody>
<tr>
<td>220-1116-64241</td>
<td>SVC: Audit Fees</td>
<td>0</td>
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<td>0</td>
<td>0</td>
<td>2,600</td>
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<td>0</td>
<td>2,589</td>
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<tr>
<td>220-1116-67214</td>
<td>Advertising/Promotiona</td>
<td>35,834</td>
<td>39,029</td>
<td>31,980</td>
<td>1,965</td>
<td>45,600</td>
<td>1,153</td>
<td>5,941</td>
<td>24,736</td>
<td>14,924</td>
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<tr>
<td>220-1116-68000</td>
<td>Purchased Services</td>
<td>0</td>
<td>0</td>
<td>53</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>220-1116-68941</td>
<td>Special Projects Parti</td>
<td>8,000</td>
<td>9,500</td>
<td>8,500</td>
<td>2,000</td>
<td>11,500</td>
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<td>6,500</td>
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<tr>
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<td>0</td>
<td>4,000</td>
<td>0</td>
<td>0</td>
<td>4,000</td>
</tr>
</tbody>
</table>

**Total Service Expenses:** 43,834 48,529 40,533 3,965 63,700 6,153 10,941 27,325 25,434 60.0 %

## Total Capital Expense:

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</tr>
</thead>
<tbody>
<tr>
<td>220-1116-69700</td>
<td>Contingencies</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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</table>

**Total Lodgers Fund Exp:** 43,834 48,529 40,533 3,965 63,700 6,153 10,941 27,325 25,434 60.0 %

## Fiscal Year Reserve (L)

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<tbody>
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<td>0</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

**Total Fiscal Year Reserve (L):** 1,036 5,622 10,443 (2,898) (27,950) (1,589) (6,376) (27,325) 5,751 120.6 %
GRAPH 1
LODGERS MONTHLY RECEIPTS BY FISCAL YEAR (NOT WHEN PAID TO CITY)
GRAPH 2
LODGERS MONTHLY RECEIPTS (NOT WHEN PAID TO CITY)

- 2016-17
- 2017-18
- 2018-19
- 2019-20
GRAPH 3
TOTAL FISCAL YEAR LODGERS RECEIPTS

YTD RECEIPTS

16-17 YTD
17-18 YTD
18-19 YTD
19-20 YTD
APPLICATION FOR FUNDING
City of Aztec Lodger’s Tax Funding Request

Name: ___________________________ Date: ____________________
Address: ___________________________ Phone Number: _____________________

______________________________

It is understood that all Lodgers Tax Funds will be used in accordance with the Regulations and State
Statutes Governing Application for and use of Funds under NM State Statute 3-38-15 and 3-38-21.

A. Has lodgers tax funding been requested for this event in previous years? ____________
   If yes, when and amount of funds received: ________________________________

B. Description of Project/Request: Funding Request $ ______________

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

C. Project Objectives:
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

D. How will the project accomplishments be measured?
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

E. Name, telephone number and address of person responsible for organizing and implementing the project/program:


F. Name, telephone number and address of person who will be responsible for accounting of funds:


G. Date Project/Program will begin: ____________________________

Date of completion: ____________________________

Expected Length of Service: ____________________________
(months, years, etc)

The Applicant understands that this grant is dependent upon the availability of funds.

All entity’s receiving Lodger’s Tax funding must adhere to the following requirements:

- All marketing materials and advertisements (print, web, social media, radio, television, etc.) must recognize and reference City of Aztec Lodgers Tax Advisory Board as an event sponsor. Print and web marketing must also include the City of Aztec logo. The City of Aztec logo is available through the Aztec Visitor Center;
- The event organizers must conduct entrance polls at the event.
- Failure to provide a report (written or presentation) and polling data by the following LTAB meeting may jeopardize future funding by LTAB.

________________________________________
(Applicant Signature)
Guidelines for Reporting

The following is a list of items that should be included in the report submitted by the event organizer:

- Event Date
- Event Name
- LTAB Funding
- Total Event Funding
- LTAB Funding utilized for Event Success
- What Worked
- What Didn't Work
- What will you change
- Polling Data
- Samples of marketing/advertising materials to be included
PROCESS FOR REQUESTING
LODGERS’ TAX FUNDS

A. Application Consideration
The Lodgers’ Tax Advisory Board (LTAB) meets on the 3rd Monday of odd numbered months. To be considered for funding, your application must be received on the 1st Monday listed in the months below.

<table>
<thead>
<tr>
<th>Month</th>
<th>Application Due</th>
<th>Meeting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1/6/2020</td>
<td>1/20/2020 (Martin Luther King Day)</td>
</tr>
<tr>
<td>March</td>
<td>3/2/2020</td>
<td>3/16/2020</td>
</tr>
<tr>
<td>May</td>
<td>5/4/2020</td>
<td>5/18/2020</td>
</tr>
<tr>
<td>July</td>
<td>7/6/2020</td>
<td>7/20/2020</td>
</tr>
<tr>
<td>September</td>
<td>9/8/2020</td>
<td>9/21/2020</td>
</tr>
<tr>
<td>November</td>
<td>11/2/2020</td>
<td>11/16/2020</td>
</tr>
</tbody>
</table>

Applications not received by Application Due date will not be considered or placed on the agenda until the next regularly scheduled meeting (that is a 2 month delay).

B. Obtain Application
Applications can be obtained on the city website: www.aztecnm.gov/advisoryboards.html
or call (505) 334-7606 and request one to be emailed or mailed to you.

C. Eligibility
Any organization that promotes travel and tourism for the benefit of the Aztec area, has an established organization and leadership, can accomplish the scheduled event, and can comply with all applicable conditions is eligible. Decisions will be returned in writing to the applicant indicating approval or disapproval. Approved applications will receive notification of the funding amount, administrative guidelines and any special conditions of funding. If LTAB declines a request, the applicant is allowed to resubmit an application to be considered at the next regularly scheduled meeting.

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

E. Application Submittals
Only one application per event. Multiple organizations may not apply for the same event.
REPORTING REQUIREMENTS and TIMELINES

A. Event Dates, Cancellations, Changes
All recipients of Lodgers' Tax funds are responsible for completing the scheduled event 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.

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 Aztec Finance Department the following:
   1) Receipts/invoices that are indicated paid by the vendor;
   2) Artwork/images of the advertisements or promotional items; and
   3) Proof of payment to the vendors (cancelled checks, Credit Card receipts and/or Statements, or bank statements)
   4) Funding for food and/or event operations will not be considered.

2. Event organizers may submit up to three requests for reimbursement toward their grant allotment. A maximum of 75% of the awarded funds may be reimbursed prior to the event date. The final 25% will be reimbursed after the event is complete and final reports submitted.

3. Unless explicitly authorized by LTAB, event promoters may not contract with or authorize payment to themselves, family members, 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.

   *(Family Members are 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.)*

C. Evaluation Form
An evaluation is required for each event receiving Lodgers' Tax Funds. Evaluations must be returned to LTAB within 60 days of the completion of the event. Award funds will not be 100% reimbursed without complete submission of financial materials and the evaluation form.
D. Expenditures Report
A final report is required within 60 days after the event. Recipients are responsible for filing financial and evaluation reports. After 60 days, applicants will be given a first notification via email and then two weeks later a final notification via certified mail. After the final notification, the award will be cancelled.

E. Branding Requirements
All recipients or Lodgers’ Tax funds must list the City of Aztec Lodger’s Tax Advisory Board as a Contributor on all advertisements, brochures and other media materials by using the City of Aztec. Logos and guide will be provided at time of award notification.

F. Photo Requirement
After the event, the recipient is required to submit a minimum of two (2) high resolution photos in JPG format of your event to the email address below. The photos may be used for promotion on the City Tourism website and in additional tourism marketing. Please provide a letter (or in email format) from the photographer with permission for usage in digital and print media that states how the photographer wishes to be credited.

G. Submitting an Application
Applications must be received no later than the 1st Monday in the odd numbered months (January, March, May, July, September, or November) to be placed on LTAB agenda for review and awarding. LTAB meets the 3rd Monday of the months listed above.

Applications can be submitted in one of the following ways:

By Mail:
   City of Aztec
   City Manager’s Office
   201 W Chaco St
   Aztec, NM 87410

By email:
In a single PDF file with all relevant materials enclosed to:

   smorgan@aztecnm.gov

Drop off at City Hall:
Bring to the City Manager’s Office, Monday through Thursday from 7:00 am to 6:00 pm:

   201 W Chaco St
   Aztec, NM 87410

Applications will not be accepted in person at the Visitor Center.
LODGERS' TAX FUNDS
GENERAL CONDITIONS

The City of Aztec Lodgers' Tax Advisory Board 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.

A. Non-Discrimination
The City of Aztec 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 ADA requirements.

B. Interviews
Interviews will be conducted with all responsible Applicants who submit proposals found to be reasonably likely to be selected for award. Applicants 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 Applicant(s) whose proposals are most advantageous in promoting tourism in the City of Aztec.

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. LTAB will evaluate all proposals and conduct interviews at the time of their meeting.

The City is under no obligation to conduct any interviews or discussions with an Applicant. This request and all attachments will be considered part of the resultant contract and/or purchase order.

C. Appropriations
The terms of this agreement are contingent upon sufficient monies being made available by the City of Aztec for the performance of this agreement. If sufficient appropriations and authorizations are not made by the City of Aztec, this agreement shall terminate upon written notice being given by the City to the Applicant. The City's decision as to whether sufficient appropriations are available shall be accepted by the Applicant and shall be final.

D. Contacts
If clarifications are needed on the conditions of this proposal, contact the Finance Director's Office at (505) 334-7653.
E. Incurring Cost
Any cost incurred by the Applicant in preparation, transmittal, cancellation, presentation of any proposal or materials submitted in response to this application shall be borne solely by the Applicant.

F. Award
Awards will be made by LTAB.

Notice to Applicant(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 Applicant's lack of cost consciousness. Unless specifically requested in the solicitation, elaborate artwork, corporate brochures, lengthy narratives, expensive paper, specialized binding, and other extraneous presentation materials are neither necessary nor desired. It is recommended that presentations do not exceed 15 minutes.

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 seems to be in the best interests of the City of Aztec.
PART 1. Event Information

Event Name

Event Date(s)

Event Location

PART 2. Organization Information

Name
(As listed on W9)

Event Organizer & Title

Phone Number

Email

Address

Contact Person
(if different than event organizer)

Contact Phone & Email
(for Secondary Person)

PART 3: Project Cost and Funding Request

LTAB Funding Request
(Must match application)

Additional Funding Sources
(Not LTAB funded)

In-Kind Contributions
(List entities & contributions)

Other Sources
(List entities & contributions)

Total Anticipated Event Cost
(Must match application)

Anticipated Number of Volunteers

Anticipated Attendance
(not including staff or volunteers)
PART 4: Criteria

Were you funded previously?  □ Yes  □ No
If YES, what years?

How much have you received in previous grants (list year/award amount)?

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

1. Define/Describe the overall event (what is happening at the event?):

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

3. Who is your target audience for your event and advertising (who do you want to attend?)

4. Describe the regions/cities in which you plan to market your event outside of Aztec?

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):

6. How does this event benefit the City of Aztec?
PART 5. Plan for Grant Amount Requested
Fill out this chart with your spending plan and the costs for these items. All expense items must be directly related to promotion, advertising and marketing.

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 Advisory Board reserves the right to deny funding of specific items within this budget during their recommendation to the City Commission. 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 and Marketing Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Projected Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures</td>
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<td>Direct Mail</td>
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<td>Magazines</td>
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<tr>
<td>Newspapers</td>
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<td>Posters</td>
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<tr>
<td>Social Ads</td>
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<td>Radio</td>
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<td>TV</td>
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<tr>
<td>Creative Designs</td>
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<td>Production</td>
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<td>Printing</td>
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<tr>
<td>Postage</td>
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<td>Other (specify)</td>
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<td>Other (specify)</td>
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</tbody>
</table>

**GRAND TOTAL**
(Must Match Application)
**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.

<table>
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<th>Expense</th>
<th>Estimated Cost</th>
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**Grand Total of Expenses**

PART 6: Financial Disclosure Checklist
As per the attached City Code, all applicants for Lodgers’ Tax funds must submit the following information:

☐ Completed Advertising Plan and Event Budgets for Event/Special Activity/Project

☐ Updated IRS Form W-9 Request for Taxpayer Identification Number and Certification

PART 7: 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 Aztec, and will deliver an evaluation report to the City no more than (60) days after the event completion.

Print your name and title: ____________________________________________________________
Signature: ________________________________________________________________________
Date: ___________________________________________________________________________

PART 8: 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 Applicant represents that the Applicant 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 Applicant 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 __________________________________________________________________
Authorized Signature __________________________________________________________________
Print Name __________________________________________________________________________
Title / Position ________________________________________________________________________
Date _______________________________________________________________________________
Complete Address _________________________________________________________________
(Street, City, State, Zip) ___________________________________________________________________
Telephone __________ Fax __________ Email ________________
LODGERS’ TAX GRANT
ADVERTISING AGREEMENT

Fill out the top portion and organization agreement. A signed copy will be returned upon approval of the grant.

The undersigned understands and agrees that the funds awarded by the Lodgers Tax Advisory Board to promote the following event in the City of Aztec, New Mexico:

Event Name

Event Date(s)

Organization Putting on Event

Contact Person for Event

Phone

Email

Post Event Report Due Date

The undersigned understands and agrees that the Lodgers’ Tax awarded by the City of Aztec can only be used for advertising, publicizing, promoting and marketing of the above named event and agrees to use City of Aztec logos in their materials.

The undersigned further understands and agrees that the Lodgers’ Tax funds awarded will not be advanced by the City of Aztec, but that upon submittal of PAID RECEIPTS with proof of payment and appropriate artwork/proofs/copy by undersigned to the City of Aztec, the City of Aztec will reimburse undersigned for the advertising, publicizing, promoting and/or marketing expenses incurred.

Authorized Signature

Date

================================= Internal Use Only ===============================

Motioned by: 

Seconded by: 

Approved [ ] Denied [ ] Date: 

Amount Awarded: 

---

Lodgers’ Tax Funding Request Application
### Advertising and Marketing Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Actual Expense</th>
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<tbody>
<tr>
<td>Brochures</td>
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<td>Direct Mail</td>
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<td>Postage</td>
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**GRAND TOTAL**
**Event Expenditures**

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.

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**Grand Total of Expenses**

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*Lodgers’ Tax Funding Request Application*
**LODGERS' TAX EVENT EVALUATION FORM**

<table>
<thead>
<tr>
<th></th>
<th>This Event</th>
<th>Past Event</th>
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<tbody>
<tr>
<td>Number of Volunteers:</td>
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<td>Number of Local Vendors:</td>
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<td>Number of Non-Local Vendors:</td>
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<td>Number of Tickets Sold:</td>
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<td>Number of Attendees:</td>
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<td>Hotel/Motel Rooms Filled:</td>
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**Summary**

Your summary should include a comparison of this year’s event to past year(s). Please explain how the event compared to the last year's event in the number of people attending and revenue generated.

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You will be required to attend the next LTAB meeting scheduled after your event to present your final report.
LTAB Position

Step Back inn <stepbackinn@gmail.com>
Tue 8/13/2019 6:04 PM
To: Sherlynn Morgan <smorgan@aztecnm.gov>
Sherlynn,

I am resigning my position as a member of the Lodger's Tax Advisory Board representing the Step Back Inn effective immediately due to my upcoming relocation out of state.

Danielle Workman
Step Back Inn
APPLICATION FOR FUNDING
City of Aztec Lodger's Tax Funding Request

Name: Aztec Chamber of Commerce
Address: 600 Aztec Blvd
Aztec, NM

Date: 9-9-19
Phone Number: (505) 334-7646

It is understood that all Lodgers Tax Funds will be used in accordance with the Regulations and State Statutes Governing Application for and use of Funds under NM State Statute 3-38-15 and 3-38-21.

A. Has lodgers tax funding been requested for this event in previous years? YES
   If yes, when and amount of funds received: $2000, December 2018

B. Description of Project/Request: Funding Request $ 2000
   Aztec Sparkles event. Year six of a community wide christmas festival
   Funds requested are for advertising with radio stations and Daily Times newspaper

C. Project Objectives:
   Increase retail shopping and promotion of Aztec businesses
   Opportunity for Aztec businesses to promote business and draw customers

D. How will the project accomplishments be measured?
   Survey will be given to each business that participates
E. Name, telephone number and address of person responsible for organizing and implementing the project/program:

Sandy Waybourn, (505) 330-9710 cell (505) 334-0586 work

F. Name, telephone number and address of person who will be responsible for accounting of funds:

Sandi Harber (505) 360-1467 cell

G. Date Project/Program will begin: November 25, 2019
   Date of completion: December 13, 2019
   Expected Length of Service: approx 1 month

The Applicant understands that this grant is dependent upon the availability of funds.

All entity’s receiving Lodger’s Tax funding must adhere to the following requirements:

- All marketing materials and advertisements (print, web, social media, radio, television, etc.) must recognize and reference City of Aztec Lodgers Tax Advisory Board as an event sponsor. Print and web marketing must also include the City of Aztec logo. The City of Aztec logo is available through the Aztec Visitor Center;
- The event organizers must conduct entrance polls at the event.
- Failure to provide a report (written or presentation) and polling data by the following LTAB meeting may jeopardize future funding by LTAB.

(Applicant Signature)
Lodgers Tax Funding Request

We are in year 6 of a community wide Christmas festival with a focus on downtown shopping

Aztec Sparkles works with the Aztec Ruins Evening of Lights, the Santa Dash, the River Glo at Riverside Park and the holiday fair at the senior center here in Aztec to cross promote all events.

In addition to these local events, Farmington will be hosting the Festival of Trees at the Civic Center the week of December 2nd and the San Juan College luminaries display is taking place the same evening as Aztec Sparkles.

The funding request is for advertising costs. Prior years we relied heavily on our local Talon newspaper. We now have to run ads with local radio stations and the Daily Times to help spread the word.

Facebook ads will be run for the event and we will have Red Apple Transit signs on three of their busses. The signs are not dated, so there is no cost for those. Signs are also placed in three different locations coming into Aztec. A group of volunteers has committed to donate a decorated Christmas tree to the Festival of Trees, which will be solely for advertising the Aztec Sparkles events. The Festival of Trees draws a large number of visitors. Flyers will be displayed under the tree, so every person that passes through can have the information to attend our event.

As listed on your request form, all marketing material and advertisements will reference City of Aztec Lodgers Tax Advisory Board as an event sponsor. In addition, all print and web marketing will include the City of Aztec logo.

Following the Aztec Sparkles, a survey will be given to each business that participated that day and all forms will be given to the visitors center to be evaluated and a report prepared.

Thank you for your consideration,

[Signature]

Sandy Waybourn
Aztec Chamber of Commerce