

**Request to City of Socorro for Use of Lodger's Tax FY 2020/2021
(Pursuant to Lodger's Tax Act Section 3-38-14 NMSA 1978)**

Our mission is to stimulate economic growth by marketing Socorro as a visitor destination through tourism.

Eligible uses of Lodger's Tax Proceeds are to defray the costs of:

- advertising, publicizing and promoting tourist-related attractions, facilities and events.**
- providing police and fire protection and sanitation service for tourist-related events, facilities and attractions.**

as stated in SECTION 17 of the City Ordinance. (A complete copy is available upon request.)

1. This request is made by _____ (Applicant)
Address:

Phone: _____ Email: _____

- _____ 501-3C Non-Profit Entity; (provide proof)
- _____ For Profit Entity; (Private Individual/Entity)
- _____ Group/Organization without Non-Profit Status;
- _____ Other:

The purpose of this request is to provide tourist related activities and contract with the City and other individuals/entities in the provision of tourist-related promotional activities.

Name of Event:

Location of Event:

Description of Event:

Is this a fund raising event? Please describe:

Proposed Date of Event: _____

It is proposed by Applicant that the City will be functioning as a(n):

_____ **Advertiser** (up to \$500)

- Applicant may be either a legal non-profit or a "for" profit entity. The City's primary role in this event will be to purchase an advertisement supporting the event. The City shall not be responsible for putting on the event or assume any liability for the event. It is the sole responsibility of the Applicant to insure and oversee the event. Any printed material provided for the event by City funds must be approved by City personnel (Tourism Director) prior to use. **All printed material must include the City logo, and indicate that City of Socorro Lodger's Tax funds were used in the purchase of said items.** Logo size: (min. of 3/4 inch in size for print ads and a min. of 1 3/4 inches in size on t-shirts), **Lodger's Tax Fund recognition** (min of 10 pt font), **etc.**



(The city logo must include the words City of Socorro)

- Accountability of the event will be limited to the cost of the advertisement only. (The City may be invoiced with tear sheet and payment will be made to the vendor.)
- Applicant shall not be obligated to furnish an event budget.

Any funding request over \$500, the City then becomes a Limited Sponsor

_____ **Limited Sponsor** - (for legal non-profit organizations or for-profit organizations with full financial disclosure) - The City may assist with certain aspects of this event (i.e. City property/facilities used to carry out the event, City tent placed at the event, t-shirts purchased for the event, etc.). The City assumes no liability for any acts or occurrences caused by the Applicant or third parties. Printed material must be approved by City personnel (Tourism Director) prior to use. **All printed material must include the City logo, and indicate that City of Socorro Lodger's Tax funds were used in the purchase of said items.** (see logo requirements above – same as advertiser)

* Any funding request in excess of \$500 must obtain Lodger's Tax Act (LTA) Board approval.

* Any purchases over \$500 for t-shirts or other promotional pieces are required to obtain three price quotes.

- BEFORE EVENT
 - Applicant is required to provide an estimated budget to include: Revenue (income from sponsors, sales, booth space fees, etc.) and Expenses (advertising, rental fees, etc.).

- FOLLOWING EVENT
 - Applicant is required to submit a detailed report showing Revenues, Expenses, Advertising tear sheets, number of local and out of town visitors at the event along with the number of motel rooms filled as a result of event within **45 days** following the event.
 - Applicant shall provide accurate financial records (invoices, receipts, etc.) for all items for which the City pays.

- A. For Profit Entity - The City will require Applicant to provide a detailed revenue and expenditure breakdown of the event. As a sponsor and contributor to the event, City personnel will be required to maintain financial records in accordance with the New Mexico Public Records Act.

- B. Legal Non-profit Entity - The City will require Applicant to provide a detailed revenue and expenditure breakdown of the event.

2. Use of Funds

The use of City of Socorro Lodger's tax funds are outlined by City Ordinance No. LT-96-02. The requirements as outlined by the City's Lodger's Tax Ordinance must be adhered to in the execution of all aspects of this request. Applicant acknowledges that a complete copy is available and understands the eligible uses of Lodger's Tax Proceeds. * Lodger's tax funds are not to be used to pay for motel rooms.

3. Insurance and Indemnification

Applicant hereby indemnifies and holds harmless the City of Socorro from any and all loss, damages or liability arising out of any acts or omissions by Applicant, its agents, employees, vendors, subcontractors, guests or invitees. In the event Applicant's request is approved by the City, applicant agrees to provide to the City a public liability insurance policy in an amount to be determined by the City, naming the City as an additional insured.

4. Terms and Conditions of this Request

A. Contractor is requesting \$_____ in Lodger's Tax funds to be used as follows:

B. Any other requests (ie. Use of City property, police escort, etc. must be made at City Hall).

C. It is understood by all parties that any funds generated by this event in excess of expenditures shall be dedicated to the following years event in a manner solely determined by City.

This request is submitted the _____ day of _____, 20_____.

Applicant Signature

City of Socorro

Approval

As Mayor of the City of Socorro I am authorizing the above described event with the understanding that all preliminary administrative functions have been met (i.e. budget, LTA Board approval, etc.).

Ravi Bhasker – Mayor

EVENT/ORGANIZATION: _____

BUDGET WORKSHEET (complete this form as an estimate BEFORE your event and again AFTER your event showing actual amounts, along with an event summary)

| INCOME SOURCES | ESTIMATE | / | ACTUAL |
|----------------|----------|---|--------|
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |

TOTAL INCOME _____

| EXPENSES | ESTIMATE | / | ACTUAL |
|----------|----------|---|--------|
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |
| _____ | _____ | | _____ |

TOTAL EXPENSES _____

MARKETING

Who is your target market?

How/where are you advertising your event? Does this reach your target market?

* Please include copies of all advertisements following event.

| | ESTIMATE | / | ACTUAL |
|------------------------------|----------|---|--------|
| Number of Visitors at Event | _____ | | _____ |
| Number of Motel Rooms Filled | _____ | | _____ |

EVENT SUMMARY (Please let us know how your event went, things that went well, areas that need work or attention for next year)