



## LODGERS TAX

# APPLICATION AND INSTRUCTIONS

Contact Info for Questions:

[vmreyes@cityofclovis.org](mailto:vmreyes@cityofclovis.org)

575-763-9654

Submit completed applications to:

City of Clovis Administration

321 N. Connelly St.

Clovis, NM 88101

## REQUEST FOR LODGERS' TAX FUNDS

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### A. APPLICATION PROCESS

Applications must be submitted to the City Manager's office no less than one week prior to the scheduled meeting.

Nine (9) copies of the application shall be submitted.

### B. OBTAIN APPLICATION: Applications can be obtained on the city website ([www.cityofclovis.org](http://www.cityofclovis.org)) under City Government- Forms.

### C. PRESENTATIONS: Presentation will be conducted by all responsible Offerors who submit. Offerors submitting requests will be afforded an opportunity for Q&A after submission and prior to award. The awards shall be made to the responsible Offeror(s) whose presentations are most advantageous in promoting tourism in the City of Clovis.

### D. Applicants will be placed on the agenda in the order the completed application is submitted.

### E. Applicants shall attend the meeting and make a brief presentation (5 minutes maximum) at which time the application will be reviewed.

### F. Applications 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 proposal. The Lodgers' Tax Board will evaluate all proposals and conduct interviews.

### G. ELIGIBILITY: Any organization, which promotes travel and tourism for the benefit of the Clovis area and has an established organization and leadership, which can accomplish the proposed project and can comply with all applicable conditions. The application will be reviewed by the Lodgers' Tax Board for recommendation for approval or disapproval by the City Commission. 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.

### H. CRITERIA FOR APPROVAL: The following guidelines will be used to evaluate proposals: Tourism Promotion; Innovativeness; Funding History; Marketing Effectiveness; Positive Image of Clovis; Project Business and Marketing Scope; Past and Projected Results and Project Evaluation.

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

### J. Lodger's Tax Board will make a recommendation to the City Commission for the funding level for each applicant.

## REPORTING REQUIREMENTS/TIMELINES

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### 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 may be terminated and a new application must be submitted for the next Fiscal Year.*

### SUMMARY REPORT

A final report is required 30 days after the event. Failure to file timely may result in denial of future requests.

### TIMELINE FOR FUNDING REQUESTS

No later than 60 days after completion of the project, each recipient of Lodgers' Tax funds will submit to the Finance Department

Receipts/invoices and proof of payment must be submitted with appropriate materials:

1. Receipts must be accompanied by a cancelled check or proof of credit card transaction.
2. Invoices must be itemized
3. Invoices must be dated after the approval of the award
4. Reimbursement checks will be processed and mailed within 15 days of receipt of documentation

**SUBMIT ALL MATERIALS TO:**

City of Clovis  
 Finance Department  
 321 N. Connelly  
 Clovis, NM 88101

**In-person materials drop off at the Finance office.**

**BRANDING REQUIREMENTS**

All recipients of Lodgers' Tax funds must list the City of Clovis, NM Lodger's Tax as a Contributor on all advertisements, brochures and other mediated materials by using the logo. Logos and guide will be provided at time of award notification.

Applicant must agree to use the phrase: "Paid in part by the City of Clovis, NM Lodger's Tax Fund" and/or the City of Clovis logo in any advertisement or marketing for their event.

**LODGERS' TAX FUNDS  
 GENERAL CONDITIONS**

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The City of Clovis' Lodgers' Tax Board invites requests for funding to promote tourism and related activities.

**NON-DISCRIMINATION:** The City of Clovis 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.

**APPROPRIATIONS:** The terms of this agreement are contingent upon sufficient monies being made available by the City of Clovis for the performance of this agreement.

Funding is based on City of Clovis fiscal year (July

to June). Any outstanding funds at June 30th will revert to the Lodger's Tax Fund unless a request to carryover the funds has been received and approved by the City Manager's office before June 15th.

**CONTACTS:** If clarification is needed on the General Conditions of this proposal, contact the City Manager's Office at (575) 769-7828.

**INCURRING COST:** Any cost incurred by the Offeror in preparation, transmittal, cancellation, presentation of any proposal or materials submitted shall be borne solely by the Offeror.

**AWARD:** Tentative awards will be made by the Lodgers' Tax Board with recommendations to the City of Clovis Commission, for final approval.

City Manager's office will notify the applicant of their award.

**Notice to Offeror(s):** Unnecessarily elaborate responses beyond that sufficient to present a complete and effective response to the requests 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 REQUESTS IN WHOLE OR IN PART, TO WAIVE INFORMALITIES OR TECHNICALITIES AT ITS OPTION, AND TO ACCEPT THE REQUESTS IT DEEMS TO BE IN THE BEST INTERESTS OF THE CITY OF CLOVIS.**



## LODGERS' TAX FUNDING APPLICATION

### PART I: PROJECT INFORMATION

Organization Name (As Listed on W9):	
Event Name:	
Event Date(s):	
Event Organizer & Title within Organization:	
Phone Number of Organizer:	
Email of Organizer:	
Organization Address (where the check should be mailed):	
Contact Person (If different than person who prepares application):	
Contact Phone and Email for Secondary Person:	
Event Location:	

### PART 2: PROJECT COST AND FUNDING REQUEST

<b>Lodgers Tax Funding Requested:</b>	
Total Anticipated Project/Event Cost:	
Additional Funding Sources:	
In-kind Contributions:	
Other Anticipated Sources for Future Development:	
Anticipated Number of Volunteers:	
Anticipated Attendance (not including volunteers/staff):	

**PART 3: CRITERIA**

Were you funded previously? Circle one: Yes/No

How much have you received previously (list year/award amount)?

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

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Is your organization a non-profit? \_\_\_\_\_ (Must provide copy of non-profit status with application)

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

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2. Who is your target audience for your event and advertising (**who do you want to see it and come?**)

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3. Describe the regions/cities in which you plan to market your event **outside of** Clovis?

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4. Describe your event assessment/evaluation plans in terms of counting your participants, where they are from, their hotel stays, etc:

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**PART 4: LODGERS' TAX GOALS & PURPOSES**

*Lodgers' Tax Funds are allocated to meet the purposes and goals of the City of Clovis regarding advertising, marketing, and promotion of tourism related events, activities, and facilities.*

Describe how your event will increase tourism in the area and impact lodging:

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Describe any partnerships/collaborations your organization will engage in to successfully complete your event:

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By submitting this application you agree to the following (initial next to each):

- \_\_\_\_\_ Promote a positive image for Clovis
- \_\_\_\_\_ Promote a positive service culture in Clovis
- \_\_\_\_\_ Increase your organization's capacity to develop resources and funds, and reduce reliance on Lodgers' tax funding
- \_\_\_\_\_ Submit materials only related to advertising, promotion, and marketing of Clovis that use the City of Clovis logo per brand guidelines

**PART 5: 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 CLOVIS, AND WILL DELIVER AN ANNUAL EVALUATION REPORT TO THE CITY ON OR BEFORE THE DATE ESTABLISHED FOR SUBMITTAL.

Print your name and title: \_\_\_\_\_

Signature: \_\_\_\_\_

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

**LODGERS' TAX REQUEST 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 REQUEST IN FULL COMPLIANCE WITH THESE CONDITIONS AND THE APPLICABLE PROPOSAL SPECIFICATIONS.

EVALUATIONS MAY BE CAUSE TO RETURN ANY AWARDS FOR THAT YEAR, AND MAY JEOPARDIZE FUTURE AWARDS.

NAME OF FIRM ON W9 \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

NAME PRINTED OR TYPED \_\_\_\_\_

TITLE/POSITION \_\_\_\_\_

DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY, STATE, ZIP CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_ E-MAIL: \_\_\_\_\_



**LODGERS' TAX 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 funding.*

The undersigned has been awarded Lodgers' Tax by the City of Clovis to promote the following event in the City of Clovis, New Mexico:

NAME OF EVENT: \_\_\_\_\_

ENTITY PUTTING ON EVENT: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

DATES OF EVENT: \_\_\_\_\_

*AMOUNT AWARDED (to be filled out by City of Clovis):* \_\_\_\_\_

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

The undersigned further understands and agrees that the Lodgers' Tax funds awarded will not be advanced by the City of Clovis, but that upon presentment of PAID RECEIPTS by undersigned to the City of Clovis, the City of Clovis will reimburse undersigned for the advertising, publicizing, promoting and/or marketing expenses incurred.

CONTACT PERSON FOR EVENT: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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

ORGANIZATION: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

CITY OF CLOVIS:

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

321 N. Connelly Clovis, NM (575) 769-7828



(Turn in no later than 30 days after event)

**PART I: CONTACT INFORMATION**    Date of this Evaluation Form: \_\_\_\_\_

Organization Name (As Listed on W9):	
Event Name:	
Event Date(s):	
Event Organizer & Title within Organization:	
Phone Number of Organizer:	
Email of Organizer:	
Event Location(s):	

**PART II: RESULTS**

Number of participants at your event (not volunteers/staff):	
Number of volunteers/staff at your event:	

How did you calculate your event attendance:

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Describe your advertising/marketing/promotional plan and how you used the funds to achieve it:

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Describe the event's impact on businesses and residents located in Clovis:

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*Failure to submit an evaluation form and post-event expense report may result in denial of further funds in upcoming years.*

**Approved expenditures including but not limited to:**

1. Advertising - 25% of reimbursed funds must be spent on advertising outside a 50 mile radius of Clovis
  - a. Social Media – cost of ads only
  - b. Video Production – provide written consent to share the video with City
  - c. Print media (Newspapers, Magazines, Posters) – submit copy of print ad
  - d. Digital – Radio – provide copy of ad
  - e. Billboards – provide image of billboard
  - f. Banners/Posters/Brochures
    - i. Must have City of Clovis, NM
    - ii. Submit image or copy
2. T-Shirts/Tote Bags/Duffle Bags
  - a. Must have City of Clovis, NM
  - b. Provided to participants only
  - c. Submit image of product
3. Trophies and Awards
  - a. Must have City of Clovis, NM
  - b. Submit image of product
4. Websites
  - a. Website construction must be specific to event requested
5. Personnel
  - a. Report must be submitted with reimbursement with the following information:
    - i. Events promoted
    - ii. Events held
    - iii. Events scheduled

**Expenditures that are not covered, including but not limited to:**

1. Food of any kind – to include bottled water for participants
2. Goodie bags items if they do not have the City of Clovis, NM or City Logo
3. Event expenses (costs of making your actual event happen)
  - a. Rent of facility or equipment
  - b. Lodging or travel for speakers
  - c. Thank you advertisement after the event
  - d. Honorarium for speakers
4. Event decorations
5. Website maintenance fees