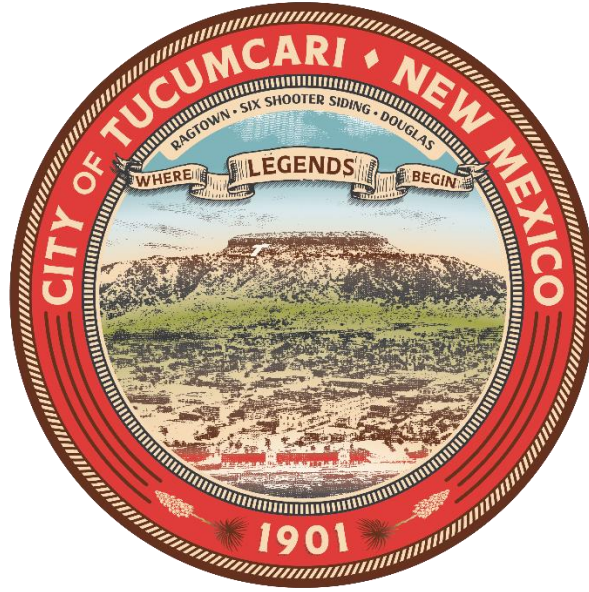




City of Tucumcari LODGERS TAX

Application and Instructions

Contact Info for Questions:

cityclerk@cityoftucumcari.com

(575) 461-5997

Submit completed applications to:

City of Tucumcari
PO Box 1188
215 East Center Street
Tucumcari, NM 88401

STATUTE

QUICK FACTS:

The Lodgers Tax board is an advisory board for the Tucumcari City Commission. Their responsibility is to review and make recommendations for using the City's Lodgers Tax Funds.

The primary goal for funding is to put "heads in beds," encouraging people to spend the night in Tucumcari lodging establishments. This will ultimately result in patronage of local eateries, services, and retail businesses. The secondary goal is to provide quality of life opportunities for regional residents that will also appeal to travelers and tourists.

Lodgers Tax funds are available to support tourism-related events and activities in the City of Tucumcari, including advertising for the promotion of tourism-related events, and funding for tourism-related facilities and attractions. All requests must be made with the official application and presented at a Lodger's Tax Board meeting.

All awards will be made on a reimbursement method. The process and requirements for reimbursement are listed in the application.

Applications will be reviewed and recommendations will be made by the Lodgers Tax Board for final approval by the City Commission. Applicants will be notified of award following the Commission meeting and will need to follow all instructions on reporting and reimbursement.

The City logo and "paid for in part by the City of Tucumcari Lodgers Tax" shall be included on all marketing materials, radio ads, and collateral paid for with Lodgers Tax funds.

APPLICATION CHECKLIST:

- ☐ Download a copy of the application form and fill it out completely. **ONLY REQUESTS MADE WITH THIS OFFICIAL FORM WILL BE CONSIDERED.**
- ☐ Carefully consider your marketing budget and provide estimates of spending on the budget page.
- ☐ Submit required copies of the request one week before the meeting where the request will be made.
- ☐ Attend Lodgers Tax meeting to make request. Applicants will be given no more than five minutes to make their request at the meeting.
- ☐ Use awarded funding per your request. The City logo and "paid for in part by the City of Tucumcari" shall be included on all marketing materials, radio ads, and collateral paid for with Lodgers Tax funds.
- ☐ Within 30 days following the event, submit an event report (included in the application).
- ☐ Within 30 days following the event, submit a reimbursement request per application guidelines.

REQUEST FOR LODGERS' TAX FUNDS

A. APPLICATION PROCESS

Applications using the attached form, must be submitted to the City Clerk's office by March 20, 2026, at 4:00 pm.

Eight (8) copies of the application shall be submitted.

B. OBTAIN APPLICATION: Applications can be obtained on the city website (www.cityoftucumcari.com) on the public forms page.

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 Tucumcari.

D. Applicants will be placed on the agenda of April 1, 2026, in the order the completed application is submitted.

E. Applicants shall attend this 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 Tucumcari 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 denial by the City Commission. Decisions will be returned in writing to the applicant indicating

approval or denial.

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 Tucumcari; 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

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 90 days following the event and presented to the Lodgers' Tax Board. Failure to file timely may result in denial of future requests.

TIMELINE FOR FUNDING REQUESTS

No later than 90 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 Tucumcari
Finance Department
PO Box 1188
215 E. Center Street
Tucumcari, NM 88401

In-person materials drop off at the Finance Department/City Hall.

BRANDING REQUIREMENTS

All recipients of Lodgers' Tax funds must list the City of Tucumcari 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 Tucumcari Lodger's Tax Fund" and the City of Tucumcari logo in any advertisement or marketing for their event.

LODGERS' TAX FUNDS GENERAL CONDITIONS

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

NON-DISCRIMINATION: The City of Tucumcari 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 Tucumcari for the performance of this agreement.

Funding is based on City of Tucumcari fiscal year (July 1st to June 30th). 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 Clerk's Office at (575) 461-5997.

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 Tucumcari Commission, for final approval.

City of Tucumcari will notify the applicant of their award.

THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL REQUESTS IN WHOLE OR IN PART, AND TO ACCEPT THE REQUESTS IT DEEMS TO BE IN THE BEST INTERESTS OF THE CITY OF TUCUMCARI.



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

Lodgers Tax Funding Requested:	
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)?

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

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

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

2. Who is your target audience for your event, activity, facility, attraction, and/or advertising (who do you want to see it and come?)

3. Describe the regions/cities in which you plan to market your event (outside of Tucumcari?)

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

ADVERTISING PLAN AND BUDGET

Fill out this chart with your advertising plan and the estimated costs for these ads. We recommend you contact the agencies in advance to get advertising quotes to help with your budget. You do not however need to submit quotes in advance.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Date of Ad Publication or Item purchase	Cost
Example: Facebook	Promotion/Boost	July 20-27, 2018	\$10
Example: Sportsworld	Team Jerseys	September 1, 2018	\$650
		TOTAL COST OF MARKETING:	

PART 4: LODGERS' TAX GOALS & PURPOSES

Lodgers' Tax Funds are allocated to meet the purposes and goals of the City of Tucumcari 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:

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

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

_____ Promote a positive image for Tucumcari

_____ Promote a positive service culture in Tucumcari

_____ 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 Tucumcari that use the City of Tucumcari logo per brand guidelines

PART 5: ASSURANCES AND CERTIFICATIONS

I CERTIFY THAT I AM 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 TUCUMCARI, 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 Tucumcari to promote the following event/activity/facility/attraction in the City of Tucumcari, New Mexico:

NAME OF EVENT/ACTIVITY/FACILITY/ATTRACTION: _____

ENTITY: _____

Mailing Address: _____

DATES OF EVENT/ACTIVITY/ATTRACTION: _____

AMOUNT AWARDED (to be filled out by City of Tucumcari): _____

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

The undersigned further understands and agrees that the Lodgers' Tax funds awarded will not be advanced by the City of Tucumcari, but that upon presentment of PAID RECEIPTS by undersigned to the City of Tucumcari, the City of Tucumcari 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 TUCUMCARI:

By: _____

Date: _____



LODGERS' TAX SUMMARY REPORT

(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/Activity/Facility/Attraction Name:	
Event Date(s):	
Event Organizer & Title within Organization:	
Phone Number of Organizer:	
Email of Organizer:	
Location(s):	

PART II: RESULTS

Number of participants (not volunteers/staff):	
Number of volunteers/staff:	

How did you calculate your attendance:

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

Describe the impact of your event/activity/facility/attraction on businesses and residents located in Tucumcari:

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 - 100% of reimbursed funds must be spent on advertising outside a 60 mile radius of Tucumcari
 - 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 Tucumcari, NM
 - ii. Submit image or copy
2. T-Shirts/Tote Bags/Duffle Bags
 - a. Must have City of Tucumcari, NM Logo
 - b. Provided to participants only
 - c. Submit image of product
3. Trophies and Awards
 - a. Must have City of Tucumcari, NM Logo
 - 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 or drinks of any kind – to include bottled water for participants
2. Goodie bags items if they do not have the City of Tucumcari, 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