



**VILLAGE OF RUIDOSO LODGERS TAX FUNDS APPLICATION**

NAME OF EVENT:	
DATE(S) OF EVENT:	ESTIMATED # OF ATTENDEES:
NAME OF ORGANIZATION(S) APPLYING FOR FUNDING:	
AMOUNT REQUESTED: \$	
DESCRIBE EVENT RATIONALE:	
LOCATION OF EVENT:	
HOW WILL YOU ADVERTISE AND MARKET THE EVENT?	
HOW WILL ATTENDANCE AND ORIGIN BE MEASURED?	
HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A LINCOLN COUNTY LODGER?	
WHAT PERCENTAGE OF YOUR MEDIA BUDGET WILL BE USED OUTSIDE OF LINCOLN COUNTY? _____%	
WILL YOU HAVE A WEBSITE FOR YOUR EVENT?	

**MARKETING EXPENSES:**

NEWSPAPER ADVERTISING	\$	
RADIO	\$	
MAGAZINE	\$	
INTERNET	\$	
PRINTING	\$	
OTHER:	\$	
<b>TOTAL:</b>	<b>\$</b>	

REMEMBER: FUNDING REQUEST CANNOT EXCEED **\$10,000 FOR FIRST YEAR EVENT** (matched by Lodgers Tax at 80% for the first \$5000 spent; 50% for the remainder, up to the maximum \$10,000) AND **\$5000 FOR SUBSEQUENT EVENTS** (matched by Lodgers Tax at 50% of the amount spent on marketing, a one-to-one match). PAID receipts for all expenditures must be turned in for reimbursement. Priority consideration given for events planned during non-peak occupancy periods.

**RULES AND REGULATIONS**

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND VILLAGE ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT **WITHIN NINETY (90) DAYS FOLLOWING THE EVENT** OR I COULD FORFEIT THE FUNDS. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE VILLAGE OF RUIDOSO AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE LODGERS TAX COMMITTEE AND THE VILLAGE OF RUIDOSO GOVERNING BODY. I ALSO UNDERSTAND THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION.

NAME (PRINT) OF APPLICANT MAKING REQUEST:	
SIGNATURE OF APPLICANT:	
ADDRESS / CITY / STATE / ZIP:	
PHONE:	EMAIL ADDRESS:
DATE SUBMITTED:	PRESENTED AT MEETING ON:

- ATTACH ANY PREVIOUS YEAR'S BUDGET AND PROPOSED BUDGET FOR EVENT.
- PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK
- MAIL OR DELIVER TO THE VILLAGE CLERK, 313 CREE MEADOWS DRIVE, RUIDOSO, NM 88345, BY THE FIRST OF EACH MONTH FOR CONSIDERATION BY THE LODGERS TAX COMMITTEE AND THE VILLAGE COUNCIL.