

CITY OF LOVINGTON
LODGER'S TAX BOARD REGULAR MEETING

THURSDAY, JUNE 30, 2016 @ 5:15 P.M.
TO BE HELD AT 214 S. LOVE STREET

AGENDA

OPEN MEETING

Call to Order

Approval of Agenda

Consideration of Approval of Regular Minutes of March 30, 2016

NON-ACTION ITEMS

Discussion/Presentation of Event Holders disbursement of Lodger's Tax Funds

Discuss Lodger's Tax Financial Report

ACTION ITEMS

Consider disbursement of Lodger's Tax Funds to Event Holders

PUBLIC COMMENT

OTHER

ADJOURNMENT

**MEETING OF THE LODGERS' TAX BOARD
WEDNESDAY, MARCH 30, 2016 AT 5:15 P.M.
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

PRESENT: Chairman Kallie Windsor, Members Khalid Farooq, Robbie Roberts, Lisa Spears and Art Sanchez Jr.

ALSO PRESENT: City Manager James Williams, City Clerk Carol Ann Hogue, and Administrative Assistant Anna Juarez

CALL TO ORDER: The meeting was called to order by Chairman Windsor at 5:17 p.m.

Approval of Agenda: Chairman Windsor called for a motion. Member Roberts so moved to approve agenda; Member Spears seconded. All ayes, motion was approved.

APPROVAL OF REGULAR MINUTES OF JANUARY 6, 2016: Chairman Windsor called for a motion. Member Spears so moved to approve the regular minutes of January 6, 2016 as written; Member Roberts seconded. All ayes, motion was approved.

NON ACTION ITEMS:

DISCUSSION/PRESENTATION OF EVENT HOLDERS DISBURSEMENT OF LODGER'S TAX FUNDS:

REQUEST FROM LOVINGTON MAINSTREET: Lovington Main Street Director Tabitha Lawson addressed the members to request:

- | | |
|---|--------------------|
| ➤ 7th Annual Smokin' on the Plaza | \$13,262.00 |
| ➤ Summer Concert Series | \$ 8,037.00 |

Funds will be utilized for advertisement for newspaper ads, radio ads, promotional items for contestant bags and portable restroom facilities.

REQUEST FROM CHAMBER OF COMMERCE: Lovington Chamber of Commerce Director RaeLynn Stuart addressed the members to request:

- | | |
|--|--------------------|
| ➤ Lovington's Guide to Everything | \$ 3,000.00 |
| ➤ Party in the Park | \$ 1,900.00 |

Chamber of Commerce Director RaeLynn Stuart discussed how the new mobile app for Lovington's Guide to Everything will benefit the City of Lovington. Mrs. Stuart stated the Lovington 360 commercials will be linked to mobile app; the goal is to for the Chambers' memberships to increase and to engage our community. Funds for the Lovington's Guide to Everything will be utilized for providing marketing tools for App to be displayed and advertised. Funds for the Party in the Park will be utilized for advertising in Lovington and the surrounding areas using radio, newspapers and a regional magazine.

REQUEST FROM SPECTRA MANAGEMENT: Lea County Fair and Rodeo request:

- **Lea County Fair and Rodeo** **\$30,000.00**

Funds will be utilized for cost of musical talent for the Fair & Rodeo. Not present. Members decided to postpone request for next quarter.

REQUEST FROM THE LEA COMMUNITY FOUNDATION FOR THE ARTS: Lea Community Foundation for the Arts President Connie Sevier addressed the member to request:

- **Marketing and Promotion** **\$ 3,240.00**

Funds will be utilized to market and promote Lea Theater's weekly movies and the Classic Car Show event in downtown Lovington. LCFA have partnered with the schools and Good Sam to bring in more attendance to Movie Theater during the week.

REQUEST FROM LOVINGTON EDC: Lovington EDC Director Evelyn Holguin addressed the members to request:

- **Cinco de Mayo Celebration** **\$ 2,450.00**

Funds utilized for advertisement in newspaper, radio, and posters that will be distributed throughout Lea County. Event will be held Downtown on May 7, 2016.

REQUEST FROM LEA COUNTY MUSEUM: Lea County Museum Director Jim Harris request:

- **Kaufman Art Opening** **\$ 2,426.32**
- **Carl Lane Johnson Program** **\$ 2,426.32**
- **Health Fair** **\$ 2,426.32**
- **Starbucks Writers & Readings Program** **\$ 2,426.32**

Funds for the Museum events will be utilized for advertisement for publication of newsletters and radio stations advertisement. Mr. Harris updated Members of finished hardwood floors at the Town Hall, thanks to J.F. Maddox Foundation.

DISCUSS LODGER'S TAX FINANCIAL REPORT: City Manager Williams submitted the Lodger's Tax Financial Report to the members for review. Members decided to move request from Lea County Fair and Rodeo to next quarter.

Funding Quarter: April 1, 2016 – June 30, 2016

Estimated Funding Available	\$ 14,510.32
Dedicated Chamber Funding	\$ - 3,000.00
Adjusted Estimated Funding	\$ 11,510.32
Funding Cap	\$ 7,510.32
Individual Funding Cap	\$ 1,877.58
Estimated Remaining	\$ 4,000.00

ACTION ITEMS:

CONSIDER DISBURSEMENT OF LODGER'S TAX FUNDS TO EVENT HOLDERS:

After calculations were computed: Member Spears so moved to accept revised recommended funding for this quarter as such:

Lovington Main Street – Smokin' on the Plaza	\$ 2,860.67
Lovington Main Street – Summer Concert Series	\$ 1,574.86
Chamber of Commerce – Lovington's Guide to Everything	\$ 455.11
Chamber of Commerce – Party in the Park	\$ 304.75
Spectra Management – Lea County Fair & Rodeo	\$ 0.00
Lea Community Foundation for the Arts – Marketing and Promotion	\$ 688.64
EDC – Cinco de Mayo Celebration	\$ 456.85
Museum –Kaufman Art Opening	\$ 452.44
Museum – Carl Lane Johnson Program	\$ 299.07
Museum – Health Fair	\$ 230.05
Museum – Starbucks Writers & Readings Program	\$ 187.88

TOTAL:	<u>\$ 7,510.32</u>
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Member Roberts seconded. After no further discussion, all voted. Motion was approved.

PUBLIC COMMENT:

No public comment was made.

OTHER:

Comfort Inn will open 2nd week of May 2016.

ADJOURNMENT:

There being no further business; meeting adjourned at 6:16 p.m.

APPROVED: _____
CHAIRMAN, KALLIE WINDSOR

ATTEST: _____
MEMBER, ROBBIE ROBERTS

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lea County Fairgrounds Managed by Spectra
Event Name: Lea County Fair & Rodeo
Event Location: Lea County Fairgrounds 101 S. Commercial Ave Lovington, NM 88260
Event Start Date: Aug. 5th, 2016 Event End Date: Aug. 13th, 2016
Is this a new event? Yes ☐ No ☒ **XX**
If this is a repeat event, how many individuals attended previously? 37,000 paid attendees
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)
We sold pre printed tickets and reconciled them with the remaining tickets and money received. This year we are trying to add in scanning of tickets to expedite the tracking of tickets and also allow us to better track those tickets that are given out.

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes ☐ No ☒

If No, proceed to Part III

What amount of funding did you receive? N/A

Have all reimbursement requests been received by City staff? Yes ☐ No ☐

If you have outstanding reimbursements, what is the total amount pending? N/A

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

The Lea County Fair and Rodeo is not only home of the PRCA Championship Rodeo, but it is also a venue for this year's great concerts, entertainment, the Annual Fair and Rodeo Parade, the Special Rodeo, and MUCH MUCH MORE! Encompassing something for all ages, the Lea County Fair and Rodeo will continue the tradition of carnival rides, livestock shows and sale, great food, culinary exhibits, and handicrafts from good folks all around the County. It is truly an opportunity for our community and surrounding areas to come together to support and enjoy "The Best Ticket in Town"!

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

These funds will be used towards to cost of musical talent for the seven nights of concerts held during the Lea County Fair & Rodeo.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

[illegible]

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$30,000.00

Staff Review Amount	
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Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

This event creates a need for overnight stay in two ways. First, the management and production associated with the concerts require lodging during their time here. Secondly, some attendees to the concerts come from distances far enough away to necessitate an overnight stay.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

We anticipate that there will be at least 35,000 paid attendees this year, however our goal is 50,000.

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

We will sell tickets online and at the gate. We are also working to get ticket scanning capabilities setup to expedite the tracking of tickets and also allow us to better track those tickets that are given out.

SECTION B TOTAL POINTS 15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

This is not a new event, however the Lea County Fair Board strives to provide new programming within the event, while maintaining staple programs to help maximize attendance each year.

2. Please provide any other financial impact to the City of Lovington this project or event will create.

This event brings many people to the City of Lovington during the nine days in August. Many of these people stop in local shops and eateries within the City of Lovington while they are here.

SECTION C TOTAL POINTS 25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

This current year, we are budgeting for \$1,300,000 in expenses for the nine day event.

- Entertainment - \$705,000
- Staffing - \$200,000
- Advertising - \$135,000
- Production - \$100,000
- Promotional Items - \$43,000
- Equipment Rental - \$42,000
- Cleaning Supplies - \$10,000
- Repairs - \$29,000
- Insurance - \$6,000
- Catering - \$27,000
- Utilities - \$6,000

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

We obtain funding through a number of different ways:

- Ticket Sales - \$300,000
- Sponsorships - \$275,000
- Rental Revenue - \$35,000
- Concessions Revenue - \$195,000
- Entries & Special Events - \$35,000
- Lea County Subsidy - \$450,000

SECTION D TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

The marketing package associated with the 81st Annual Lea County Fair & Rodeo will use a variety of channels to promote the event. In and around the Lovington area we plan to utilize the available billboards to catch all drive by traffic coming in and out of the area. The billboards are a viable option because of the size and engaging location to the public. The second avenue of marketing we plan to use is the local radio stations throughout the County. There are roughly 10 radio stations in the area that reach the estimated 70,000 listeners in Lea County/West Texas. These radio advertisements would start in early June and would start to ramp up as we approach the week of the Fair & Rodeo. This year we also hope to utilize T.V. advertisements in Roswell as a visual approach to gaining momentum for the event. These advertisements would be strategically placed during live events that would attract the same viewership that would attend an event like ours, such as; Nascar Race, MLB Baseball Game, 2016 Olympic Games, etc. As far as print goes we hope to appropriate funds to most of the local newspapers including; The Lovington Leader, Hobbs News Sun, Roswell Daily Record, Midland Reporter-Telegram, and the Carlsbad Current-Argus. Through these local editorials we hope to make readers aware of event time, place, pricing, and musical acts. This year we are also exploring the possibility of publishing advertisements in county wide/state wide magazines such as Focus Magazine. In Focus, we would be able to reach a wide audience through promotions in their four separate location based magazines. One of the most important parts of the marketing matrix we plan to use is social media. Through our Lea County Event Center & Fairgrounds Facebook page which has a like count of 5500+ we are able to promote the Fair & Rodeo to a massive audience in a variety of different locations. Our brand new Instagram & Twitter accounts will also be used to promote photos and information to the masses, and is an easy/quick tool to use as well. These social media accounts can also be used during the Fair & Rodeo as a way to brand and promote local businesses who sponsor and advertise with the event. Lastly, but very exciting for us this year, is the creation of www.leacountyevents.com. Through this website we will be able to promote everything that has to do with 2016 Fair & Rodeo. It will be a great avenue for sponsors to advertise, a place where patrons can go for information, and a place for them to purchase tickets as well. In our opinion, by promoting through these different areas of exposure, the 2016 Lea County Fair & Rodeo will be properly marketed and advertised.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?


The percentage of advertising that will reach an outside audience will depend mostly on the strength and momentum of our digital marketing approach. Our hope is that 50% of our digital marketing efforts when promoted appropriately will reach areas not currently within Lea County. A major part of this will come from social media outlets like; Facebook, Instagram, Twitter, and www.leacountyevents.com. These digital marketing tools have a pretty much unlimited reach in terms of area. We can specifically target certain cities or counties based on where we believe the advertisement would flourish. The Instagram and Twitter following already has followers from a variety of places around the United States and the world, so we are able to reach a wide audience through those two channels. As far as radio goes, we regularly run advertisements in markets like Roswell, Carlsbad, Lubbock, Mildand/Odessa, Ruidoso, etc. Through these different areas we are able to promote to a major listening group that in the past, has driven long distances to attend the Lea County Fair & Rodeo. The TV advertisements we hope to run in Roswell during major sporting events will reach a very large audience. KBIM-TV is willing to run our ads not only in the Roswell area, which expands down to El Paso and up to De Baca County, but also in the surrounding areas of the state as well. Including the major markets in Albuquerque, Farmington, and Santa Fe. If we were to utilize all of these different avenues our hope is that 50% of our advertising would reach not only an audience outside a 50 mile radius of Lovington, but a majority of the state as well.

SECTION E TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

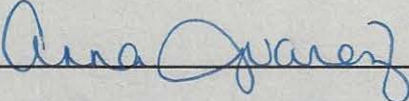
TOTAL POINTS, ALL SECTIONS 100 Points Max.	
Evaluator Use Only	

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME: Jacob Crumb
 TITLE: General Manager
 SIGNATURE: 
 DATE: 6/8/16

CITY USE ONLY

RECEIVED BY:  DATE: June 8, 2016

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Wild bunch Soft ball
Event Name: 18th Annual Wildbunch Classic
Event Location: Lovington Complex
Event Start Date: July 22 - 2016 Event End Date: July - 24 2016
Is this a new event? Yes ☐ No ☒
If this is a repeat event, how many individuals attended previously? over 300+ people
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)
teams, Roster - Families

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes ☐ No ☒
If No, proceed to Part III

What amount of funding did you receive? _____

Have all reimbursement requests been received by City staff? Yes ☐ No ☐

If you have outstanding reimbursements, what is the total amount pending? _____

PART III: PROJECT DETAIL

Define/describe the overall project or event: (Attach additional sheets if necessary)

Softball tournament open to
teams from SE NM + WTX

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: (Attach additional sheets if necessary)

Advertise the City of Lovington
and lodgers tax on T-shirts
for event.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

Description	Unit Cost	Quantity	Total	Staff Review
T-shirts With				
Event Logo				
and Lodgers tax				
Information				
4x-shirts	\$ 18	20	360	
3x-511 11	17	30	510	
2x	17	30	510	
XL	17	30	510	
L	17	30	510	
M	15	30	450	
Sm	15	30	450	
Golf towels	\$ 8	60	\$ 480	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$ 3,780

Staff Review Amount

Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

tournament starts early Saturday morning
a few team arrive on Friday evening
teams still in tournament
play will stay Sat night

SECTION A TOTAL POINTS

20 Points Max.

Evaluator Use Only

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

Varies on Teams entering the event
hopefully more with the new
hotel 300-400+

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

By Rosters and team
entries -

SECTION B TOTAL POINTS

15 Points Max.

Evaluator Use Only

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

Yes Softball is a big part of the community here

2. Please provide any other financial impact to the City of Lovington this project or event will create.

Room & board teams players
Spend money on Food, groceries
beer and gas

SECTION C TOTAL POINTS

25 Points Max.

Evaluator Use Only

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

\$ 6,600

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

its fight with sponsors
so hopefully we get a few
to help

SECTION D TOTAL POINTS

20 Points Max.

Evaluator Use Only

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

Word of mouth Flyer to other
tournaments and online

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?

100%

SECTION E TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

TOTAL POINTS, ALL SECTIONS 100 Points Max.	
Evaluator Use Only	

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME:

Alfredo Gomez

TITLE:

Wichita tournament

SIGNATURE:

Alfredo Gomez

DATE:

6-20-2016

CITY USE ONLY

RECEIVED BY: _____ DATE: _____

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lea County Museum
Event Name: LCM July 4 Fun Run & Walk
Event Location: Chaparral Park
Event Start Date: July 4 Event End Date: July 4
Is this a new event? Yes ☒ No ☐
If this is a repeat event, how many individuals attended previously? _____
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc) _____

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes ☒ No ☐
If No, proceed to Part III

What amount of funding did you receive? \$11 69.44

Have all reimbursement requests been received by City staff? Yes ☒ No ☐

If you have outstanding reimbursements, what is the total amount pending? _____

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

This will be a fun run and walk at 8:00 a.m. T-shirts and door prizes will be given.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Funds will be used only for advertising in newspapers and on radio.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

Description	Unit Cost	Quantity	Total	Staff Review
Ads in Lovingon Leader	88	6	528	
Ads in Hobbs News Sun	136.72	6	820.32	
Ads on KLEA	5.50	50	275	
Ads on KZORT	6.00	50	300	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: 1923-32

Staff Review Amount

Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

This will be part of the annual Lovington July 4 celebration in the park.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

100

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

Registration and head count

SECTION B TOTAL POINTS 15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

The Fun Run had been part of the July 4 celebration, but it was not held last year.

2. Please provide any other financial impact to the City of Lovington this project or event will create.

The Fun Run will be an incentive for a different crowd of visitors to Lovington that might not have come to the celebration if the run and walk did not take place.

SECTION C TOTAL POINTS 25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

The budget for this event will be around \$3500 which includes t-shirts, door prizes, and museum staff involvement.

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

No other funds will be used.

SECTION D TOTAL POINTS	
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20 Points Max.	
Evaluator Use Only	

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

In addition to on line and web site advertising, we will have ads on radio and in newspapers.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?

65%

SECTION E TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

TOTAL POINTS, ALL SECTIONS 100 Points Max.	
Evaluator Use Only	

PART V: ASSURANCES AND CERTIFICATIONS

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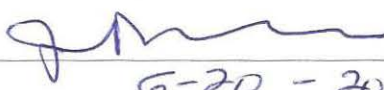
PRINTED NAME:

Jim Harris

TITLE:

Director

SIGNATURE:



DATE:

6-20-2016

CITY USE ONLY

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lea County Museum
Event Name: Starbucks Readings and Writers: Susan Waters/Barbara McGrath
Event Location: Starbucks in Hobbs
Event Start Date: June 23 Event End Date: June 23
Is this a new event? Yes ☒ No ☐
If this is a repeat event, how many individuals attended previously? _____
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc) _____

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes XX ☐ No ☐
If No, proceed to Part III

What amount of funding did you receive? \$11 69.44

Have all reimbursement requests been received by City staff? Yes XX ☐ No ☐

If you have outstanding reimbursements, what is the total amount pending? _____

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

This program is part of a monthly series sponsored by the Lea County Museum and the Center for the Arts in Hobbs. Each program has different writers presenting their work.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Funds will be used only for advertising in newspapers and on radio.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

Description	Unit Cost	Quantity	Total	Staff Review
Ads in Lovingon Leader	88	6	528	
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TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: 1923-32

Staff Review Amount

Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

This will probably not create overnight stays in local hotels.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

80

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

Sign-in and ead count

SECTION B TOTAL POINTS	
------------------------	--

15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

Each monthly program has a different presenter or presenters.

2. Please provide any other financial impact to the City of Lovington this project or event will create.

Even though this event takes place in Hobbs, it is sponsored by Lovington's Lea County Museum and brings attention to the City of Lovington by its sponsorship.

SECTION C TOTAL POINTS	
25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

The budget for this event will be only the money for advertising and the in-kind contributions by Lea County Museum employees and board members.

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

No other funds will be used.

SECTION D TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

In addition to on line and web site advertising, we will have ads on radio and in newspapers.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?

65%

SECTION E TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

TOTAL POINTS, ALL SECTIONS 100 Points Max.	
Evaluator Use Only	

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME: Jim Harris
 TITLE: Director
 SIGNATURE: [Signature]
 DATE: 6-20-2016

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lea County Museum
Event Name: Summer Dance with Tim Cummings
Event Location: LCM Town Hall
Event Start Date: July 9 Event End Date: July 9
Is this a new event? Yes ☒ No ☐
If this is a repeat event, how many individuals attended previously? _____
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc) _____

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes XX ☐ No ☐
If No, proceed to Part III

What amount of funding did you receive? \$11 69.44

Have all reimbursement requests been received by City staff? Yes XX ☐ No ☐

If you have outstanding reimbursements, what is the total amount pending? _____

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

This Summer Dance will be similar to other free dances that have been a tradition at the LCM for several years. This will be the first dance held in the Town Hall since a new hardwood was installed through a grant from the J. F Maddox Foundation.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Funds will be used only for advertising in newspapers and on radio.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

Description	Unit Cost	Quantity	Total	Staff Review
Ads in Lovingon Leader	88	12	1056	
Ads in Hobbs News Sun	136.72	12	1640.64	
Ads on KLEA	5.50	100	550	
Ads on KZOR	6.00	100	600	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: 3846.64

Staff Review Amount	
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Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

For past LCM dances visitors have come from towns and cities in the Permian Basin.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

110

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

Sign-in and ead count

SECTION B TOTAL POINTS	
------------------------	--

15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

Yes, and dances are popular forms of entertainment in Lea and surrounding areas.

2. Please provide any other financial impact to the City of Lovington this project or event will create.

Visitors are likely to have dinner here and may purchase gas or other products at convenience stores.

SECTION C TOTAL POINTS 25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

The budget for this event will be \$3500, which includes band fees.

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

In addition to the advertising funds, only LCM funds and LCM in-kind funds will be used.

SECTION D TOTAL POINTS 20 Points Max.	
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E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

In addition to on line and web site advertising, we will have ads on radio and in newspapers.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?

65%

SECTION E TOTAL POINTS	
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20 Points Max.	
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Evaluator Use Only

TOTAL POINTS, ALL SECTIONS	
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100 Points Max.	
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Evaluator Use Only

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME:

Jim Harris

TITLE:

Director

SIGNATURE:

[Signature]

DATE:

6-20-2016

CITY USE ONLY

RECEIVED BY: _____

DATE: _____

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lea County Museum
Event Name: Summer Dance with Arnold Cardon & Band
Event Location: LCM Town Hall
Event Start Date: August 13 Event End Date: August 13
Is this a new event? Yes ☒ No ☐
If this is a repeat event, how many individuals attended previously? _____
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc) _____

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes XX ☐ No ☐
If No, proceed to Part III

What amount of funding did you receive? \$11 69.44

Have all reimbursement requests been received by City staff? Yes XX ☐ No ☐

If you have outstanding reimbursements, what is the total amount pending? _____

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

This Summer Dance will be similar to other free dances that have been a tradition at the LCM for several years. This will be the first dance held in the LCM Pavilion (east side of Commercial Hotel) this summer.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Funds will be used only for advertising in newspapers and on radio.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

[illegible]

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: 3846.64

Staff Review Amount	
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Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

For past LCM dances visitors have come from towns and cities in the Permian Basin.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

140

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

Sign-in and ead count

SECTION B TOTAL POINTS	
------------------------	--

15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

Yes, and dances are popular forms of entertainment in Lea and surrounding areas.

2. Please provide any other financial impact to the City of Lovington this project or event will create.

Visitors are likely to have dinner here and may purchase gas or other products at convenience stores.

SECTION C TOTAL POINTS 25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

The budget for this event will be \$3500, which includes band fees.

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

In addition to the advertising funds, only LCM funds and LCM in-kind funds will be used.

SECTION D TOTAL POINTS 20 Points Max.	
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E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

In addition to on line and web site advertising, we will have ads on radio and in newspapers.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?

65%

SECTION E TOTAL POINTS	
------------------------	--

20 Points Max.	
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Evaluator Use Only

TOTAL POINTS, ALL SECTIONS	
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100 Points Max.	
-----------------	--

Evaluator Use Only

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME:

TITLE:

SIGNATURE:

DATE:

Jim Harris
Director
[Signature]
6-20-2016

CITY USE ONLY

RECEIVED BY: _____

DATE: _____

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lea County Museum
Event Name: Summer Dance with Bourbon Brothers Band
Event Location: LCM Town Hall
Event Start Date: Sept. 10 Event End Date: Sept. 10
Is this a new event? Yes ☒ No ☐
If this is a repeat event, how many individuals attended previously? _____
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc) _____

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes ☒ No ☐
If No, proceed to Part III

What amount of funding did you receive? \$11 69.44

Have all reimbursement requests been received by City staff? Yes ☒ No ☐

If you have outstanding reimbursements, what is the total amount pending? _____

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

This Summer Dance will be similar to other free dances that have been a tradition at the LCM for several years. This will be the second dance held in the LCM Pavilion (east side of Commercial Hotel) this summer.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Funds will be used only for advertising in newspapers and on radio.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

[illegible]

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: 3846.64

Staff Review Amount

Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

For past LCM dances visitors have come from towns and cities in the Permian Basin.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

140

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

Sign-in and head count

SECTION B TOTAL POINTS	
------------------------	--

15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

Yes, and dances are popular forms of entertainment in Lea and surrounding areas.

2. Please provide any other financial impact to the City of Lovington this project or event will create.

Visitors are likely to have dinner here and may purchase gas or other products at convenience stores.

SECTION C TOTAL POINTS	
25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

The budget for this event will be \$3500, which includes band fees.

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

In addition to the advertising funds, only LCM funds and LCM in-kind funds will be used.

SECTION D TOTAL POINTS	
20 Points Max.	

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

In addition to on line and web site advertising, we will have ads on radio and in newspapers.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?

65%

SECTION E TOTAL POINTS
20 Points Max.

Evaluator Use Only

TOTAL POINTS, ALL SECTIONS
100 Points Max.

Evaluator Use Only

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME:

Jim Harris

TITLE:

Director

SIGNATURE:

[Handwritten Signature]

DATE:

6-20-2016

CITY USE ONLY

RECEIVED BY: _____

DATE: _____

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lovington MainStreet Corp.

Event Name: New Mexico MainStreet Summer Leadership Meeting

Event Location: Troy Harris Center—201 S. Main

Event Start Date: 8/16/16 Event End Date: 8/19/16

Is this a new event? Yes ☒ No ☐

If this is a repeat event, how many individuals attended previously? Meetings are held quarterly. This will be the first for Lovington to host. 75-100 are expected to attend.

What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes ☒ No ☐

If No, proceed to Part III

What amount of funding did you receive? 4435.53

Have all reimbursement requests been received by City staff? Yes ☒ No ☐

If you have outstanding reimbursements, what is the total amount pending? n/a

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

New Mexico MainStreet puts on Leadership Meetings Quarterly. One is held in Santa Fe each year and one is the National Conference. The other two are held in various MainStreet communities throughout the state. All Executive Director of NM MainStreet Communities and one member or more of their respective boards are required to attend.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Lovington & Lovington MainStreet promotional items to be distributed to attendees.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

[illegible]

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$2045.46

Staff Review Amount

Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?
I have already reserved a block of 60 rooms for the three-nights at a local hotel, since all attendees will be from out of town, except for Lovington MainStreet Board & City Staff.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?
75-100 (many bring spouses, children, friends along as well)
2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)
Registration and head count.

SECTION B TOTAL POINTS 15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?
This is the first Quarterly Leadership Meeting to be hosted by Lovington MainStreet
2. Please provide any other financial impact to the City of Lovington this project or event will create.
I am going to partner with the local businesses to include shopping coupons, incentives, etc. in the attendee bags, as well as provide a map, tour & directory. This will bring money and interest to our community, particularly Historic Downtown Lovington. These people will stay in our hotels, eat in our restaurants, buy fuel at our gas stations and shop in our stores.

SECTION C TOTAL POINTS 25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?
The total amount budgeted for the conference is approximately \$8,000.
2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.
Attendee Registration Fees=\$3500
NM MainStreet/Economic Development Dept=\$2500

SECTION D TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

The event is marketed to NM MainStreet communities through flyers, social media and email (mostly from NMMS).

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?
100%--there are no other MainStreet communities within 50 miles of Lovington

SECTION E TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

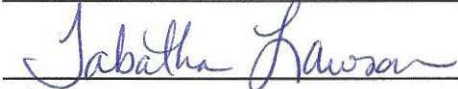
TOTAL POINTS, ALL SECTIONS 100 Points Max.	
Evaluator Use Only	

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME: Tabatha Lawson

TITLE: Executive Director

SIGNATURE: 

DATE: 6/20/16

CITY USE ONLY

RECEIVED BY: _____ DATE: _____

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lovington MainStreet Corp.
Event Name: Live On Love Street summer Concert Series
Event Location: Lea County Courthouse Square--Downtown Lovington
Event Start Date: 7/16/16 Event End Date: 7/16/16
Is this a new event? Yes ☐ No ☒
If this is a repeat event, how many individuals attended previously? Approximately 2,000 per concert last year

What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)
Estimation and periodic head counts in assigned areas throughout the duration of the event.

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes ☒ No ☐
If No, proceed to Part III

What amount of funding did you receive? 4435.53

Have all reimbursement requests been received by City staff? Yes ☒ No ☐

If you have outstanding reimbursements, what is the total amount pending? n/a

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

Live musical concert performances and street dances for all ages audience in downtown Lovington. Well-known artists. Free to the public. Regional attendance.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach additional sheets if necessary)*

Print, radio and electronic media advertising/promotion.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

Description	Unit Cost	Quantity	Total	Staff Review
Newspaper Ads—Lovington Leader	189	4	756	
Newspaper Ads—Hobbs News Sun	200	4	800	
Newspaper Ads—Midland Reporter	200	2	400	
Newspaper Ads—Lubbock Avalanche-Journal	200	2	400	
Radio Ads—Noalmark Broadcasting	10	100	1000	
Radio Ads--KLEA	10	50	500	
Radio Ads—MTD	10	50	500	
Radio Ads—Alpha Media (Lubbock)	60	17	1000	
Radio Ads—Midland, TX	50	10	500	
Facebook Social Media Ads	20	30	600	
Posters	10	50	500	
Mailers		500	100	
Flyers		500	205	
Postage			100	
Magazine Ad—Focus On Lea County	500	1	500	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$7861.00

Staff Review Amount

Attach additional sheets if necessary.

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

This concert series features musical performances from well-known artists currently played on the radio, which will attract a large audience of varying ages and backgrounds. The band, driver, sound & stage crew have all been booked at a local hotel the night of the concert, and many spectators from out of town will need to stay, as well. The alternative Texas Country band Micky & the Motorcars currently has a large following, due to its chart-topping hits. Micky and Gary Braun are the younger brothers of Willy and Cody Braun of the Austin-based band, Reckless Kelly, who played at Smokin' On the Plaza 2015. The band has released five mainstream albums, including a live album and is currently taking Texas by storm.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?

Each of the concerts in the series last year drew over 2,000 people. Since this group is also a national act, we are anticipating at least that many again.

2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)

Since it is a free event, with no tickets sold and no single point of entry/exit, it is very difficult to accurately count attendance. We take counts at several locations throughout the event and estimate the best we can.

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

Private Grant Funds--\$10,000

SECTION D TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

The Summer Concert Series will be featured in print ads including newspaper and magazine, in addition to posters, flyers and mailers. Ads will be played on radio stations at various times throughout the day. It will be featured on Social Media pages and web sites, as well as digital community bulletin boards.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?
Over 50% of the advertising will be directed at audiences outside of Lovington. Advertising radius is approximately 150 miles.

SECTION E TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

TOTAL POINTS, ALL SECTIONS 100 Points Max.	
Evaluator Use Only	


PART V: 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 FUNDS WERE UTILIZED. REQUESTS

FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME: Tabatha Lawson

TITLE: Executive Director

SIGNATURE: 

DATE: 6/20/16

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RECEIVED BY: _____ DATE: _____

**CITY OF LOVINGTON
LODGERS TAX BOARD
REQUEST FOR FUNDING**

Requests must be received seven (7) days before Lodgers Tax Board meeting.

PART I: PROJECT INFORMATION

A funding application must be completed and submitted for each individual event or project.

Organization Name: Lovington Downtown Farmers Market & Nor Lea Hospital District
Event Name: Lovington Downtown Farmers Market
Event Location: Downtown Lovington Central Plaza/Lea County Courthouse/Lea Co. Museum
Event Start Date: April 23, 2016 Event End Date: Oct 31, 2016
Is this a new event? Yes ☐ No ☒

If this is a repeat event, how many individuals attended previously? In 2015 approx.

What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)

The Lovington Downtown Farmers Market [LDFM] has a vendor report that is filled out by the vendor each Saturday after the market closes and this report when turned in gives us the information to track.

PART II: PREVIOUS FUNDING REQUESTS

Did your organization receive Lodgers Tax funding in the previous quarter? Yes ☐ No ☒
If No, proceed to Part III

What amount of funding did you receive? _____

Have all reimbursement requests been received by City staff? Yes ☒ No ☐

If you have outstanding reimbursements, what is the total amount pending? _____

PART III: PROJECT DETAIL

Define/describe the overall project or event: *(Attach additional sheets if necessary)*

LDFM, sponsored by Nor Lea Hospital District will begin each year beginning May 1st and ending October 31st. This is a community event which gathers local/regional produce, crafts and food vendors and visitors each and every Saturday which promotes community and commerce in downtown Lovington. In addition to providing locally and regionally produced retail, the market provides ongoing educational and health-related activities.

Describe the specific way Lodgers' Tax funds will be used with the project/activity/event: *(Attach sheets if necessary)*

Funds will be used for specific marketing efforts including newspaper, radio, and social media. We will also be able to upgrade our banners, brochures, posters and marketing materials. In addition will be able to bring in local entertainers to the Lovington Downtown Plaza to build addition visitors to Lovington.

Provide an itemized listing of what Lodgers' Tax funds will be used for. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

[illegible]

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: 8650.00

Staff Review Amount

Attach additional sheets if necessary

PART IV: EVALUATION INFORMATION

The following information is utilized by the Lodgers Tax Board to evaluate your proposal and help determine the recommendation for funding to City Commission. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

A. Lodgers Tax Impact Information (20 Point Value)

1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?
As our event continues to grow and with our out of town vendor base growing we should be able to see one or four rooms per month being used. And with our base growing this would also continue to grow also.

SECTION A TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

B. Size and Demographic of Audience Served (15 Point Value)

1. How many individuals are anticipated to attend the event?
We are planning on 3,000+. At this time our customers to this event come from all over Lea County and the surrounding counties in Texas and New Mexico. Depending on the advertising that we can generate we could hopefully get to the 250 mile circle radius around Lovington.
2. How do you intend to count attendance and evaluate attendance in this program or event? (Include description process in any forms you may use)
This is tracked by the vendor report then is turned in each Saturday by the end of the market. Then the Market Manager takes this information and it is then input into a spread sheet so that all of the information is at hand at all times if needed.

SECTION B TOTAL POINTS 15 Points Max.	
Evaluator Use Only	

C. Quality of Life (25 Point Value)

3. Does this provide a new program or event for the community?

This program has been here in Lovington for 5 years, but we do bring in additional visitors and customers to Downtown Lovington on Saturdays. We also have several vendors from Tatum and Hobbs and customers as well.

2. Please provide any other financial impact to the City of Lovington this project or event will create.

In addition to shopping at our market our customers will eat here, get gas here and shop at other local establishments in town.

SECTION C TOTAL POINTS 25 Points Max.	
Evaluator Use Only	

D. Financial Information (20 Point Value)

1. What is the total amount budgeted for this event, including Lodgers' Tax funding request?

12,000.00

2. Where are matching funds and other sources of funding being obtained? Include sources and amounts.

We have funds from community donations, vendor fees and sponsorships, including from our main sponsor, Nor Lea Hospital District and other agencies and groups we have built great partnerships with.

SECTION D TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

E. Marketing Plan (20 Point Value)

1. Provide details on where and how you plan to market and advertise the event.

We plan to market the event through newspaper, radio, social media ads as well as banners, poster and brochures. The brochures will be placed in hotels and motels in Lea County and the surrounding areas as far as we can go. We will also place posters in local businesses to advertise our weekly market.

2. What percentage of advertising will reach an audience outside a 50 mile radius of Lovington?

About 50% of our advertising efforts will be focused on areas at least 50 miles outside of Lovington and Lea County.

SECTION E TOTAL POINTS 20 Points Max.	
Evaluator Use Only	

TOTAL POINTS, ALL SECTIONS 100 Points Max.	
Evaluator Use Only	

PART V: 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 FUNDS WERE UTILIZED. REQUESTS FOR AUTHORIZED REIMBURSEMENTS WILL FOLLOW CITY POLICY. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LOVINGTON AND WILL DELIVER A REPORT ON EACH EVENT WITHIN FIFTEEN (15) DAYS TO THE CITY. REIMBURSEMENT WILL NOT BE PROVIDED UNTIL EVALUATIONS ARE RECEIVED AND APPROVED BY THE CITY.

PRINTED NAME: Jo Ann Norrell _____

TITLE: Market Manager and Treasure _____

SIGNATURE:  _____

DATE: June 20, 2016 _____

CITY USE ONLY

RECEIVED BY: _____ DATE: _____