

City of Lovington (New)
Standard General Ledger
From 1/1/2014 Through 3/31/2014

Session Date	Document Description	Transaction Description	Name	Debit	Credit
			Opening Balance	15,054.64	
1/6/2014	Lodgers Tax-Vistor Upkeep Jan-March 2014	Lodgers Tax-Vistor Upkeep Jan-March 2014	Lovington Chamber of Commerce		1,000.00
1/16/2014	Lodgers Tax-Chamber Advertising	Lodgers Tax-Chamber Advertising	Hobbs News-Sun		249.94
1/21/2014	Western Inn	Lodger's Tax for December 2013		543.16	
1/23/2014	January 23, 2014	Lodger's Tax for December 2013		1,489.30	
2/1/2014	Lodgers Tax-Visitor Upkeep	Lodgers Tax-Visitor Upkeep	Lovington Chamber of Commerce		1,000.00
2/1/2014	Lodgers Tax-Membership Feb 2014-Jan 2015	Lodgers Tax-Membership Feb 2014-Jan 2015	Lovington Chamber of Commerce		500.00
2/1/2014	Lodgers Tax-Advertising T-Shirts for Softball	Lodgers Tax-Advertising T-Shirts for Softball	Lydia's Sports & Uniforms		2,800.00
2/1/2014	Lodgers Tax-Advertising T-Shirts for Softball	Lodgers Tax-Advertising T-Shirts for Softball	Lydia's Sports & Uniforms	1,060.00	
2/11/2014	Mack's Motel	Lodger's Tax for January 2014		1,017.55	
2/11/2014	Western Inn	Lodger's Tax for January 2014		266.85	
2/17/2014	Lovington Inn	Lodger's Tax for January 2014		2,639.89	
2/24/2014	Arrind N. Bhakta DBA Budget 7 Motel	Lodger's Tax for January 2014		399.05	
2/26/2014	Museum-Lodgers Tax Reimb for Advertising	Museum-Lodgers Tax Reimb for Advertising	Lea County Museum		3,088.93
2/26/2014	Museum-Lodgers Tax Reimb for Advertising	Museum-Lodgers Tax Reimb for Advertising	Lea County Museum		1,444.85
2/26/2014	Museum-Lodgers Tax Reimb for Advertising	Museum-Lodgers Tax Reimb for Advertising	Lea County Museum		994.22
3/13/2014	Lodgers Tax-Visitor Center Upkeep March 2014	Lodgers Tax-Visitor Center Upkeep March 2014	Lovington Chamber of Commerce		1,000.00
3/19/2014	Lovington Inn	Lodger's Tax for February 2014		3,135.98	
3/19/2014	Mack's Motel	Lodger's Tax for February 2014		732.15	
3/21/2014	Pyburn House	Lodger's Tax for February 2014		188.27	
			Transaction Total	<u>11,472.20</u>	<u>12,077.94</u>
	Report Opening/Current Balance			15,054.64	0.00
	Report Transaction Totals			<u>11,472.20</u>	<u>12,077.94</u>
	Report Current Balances			<u>26,526.84</u>	<u>12,077.94</u>
	Report Difference			<u>14,448.90</u>	



201 South Main Street
Lovington, New Mexico 88260
Business: (575) 396-5311
Facsimile: (575) 396-2823

March 17, 2014

Lovington Lodgers' Tax Board
PO Box 1268
Lovington, NM 88260

Dear Board Members:

Please find the attached request for Second Quarter Funding to be utilized by the Lovington Chamber of Commerce by promoting tourism in Lovington and throughout Lea County for prospective events and operations. The funds considered by the Lovington Lodgers Tax will be designated for the advertising and improving the Lovington visitor information.

The money allocated for the Visit Center Upkeep will be used for in house printing and publishing of the Relocation and Visitor's Packets distributed. These materials are to be used to generate interest and enhancing economic and business growth.

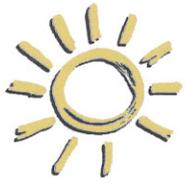
Advertising funds for the Chamber Classic Barrel Race to promote interest for the event throughout the barrel racing circuits both regionally and nationally. This quarter the Chamber would like to request financial support in promoting Lovington, the Party in the Park, and World's Greatest Lizard Race with funds assigned to advertising.

Although the Party in the Park falls in the 3rd quarter, all advertising and most invoicing will be done in the 2nd quarter, **I would like to suggest a split of the funding for this event between the second and the third quarters.**

Thank you for your time and consideration of this request.

Sincerely,

RaeLynn Stuart
Executive Director



Lovington
Chamber of Commerce

201 South Main Street
Lovington, New Mexico 88260
Business: (575) 396-5311
Facsimile: (575) 396-2823

March 17, 2014

Lodgers' Tax Request April-June, 2014

Program & Activities Request

- \$3,000 Upkeep of the Visitor Center (\$1,000/month)
- \$1,547.40 Lovington Chamber 5D Classic Barrel Race
- \$1,750 World's Greatest Lizard Race/Party in the Park

Total - \$6,297.40

**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 Chamber of Development and Commerce

Event Name: Visit UpKeep Center

Event Location: Lovington, NM

Event Start Date: N/A Event End Date: N/A

Is this a new event? Yes No

If this is a repeat event, how many individuals attended previously? N/A

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

We have been tallying the number of inquiries this point of contact assists.

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? \$3,000

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

If you have outstanding reimbursements, what is the total amount pending? as of 3.10.14, \$1,000

PART III: PROJECT DETAIL

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

This project is the main point of contact for the City of Lovington to direct visitors and guests to the appropriate destination. Attached is the January thru March point of contact information sheets.

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

To continue the efforts of keeping up with visitor information and printing and publishing new materials.

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 (10 Point Value)

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

This point of contact refers our local hotels to inquiries.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

N/A at this time. We will adding a new contact category to our tally sheet.

B. Size and Demographic of Audience Served (10 Point Value)

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

Not classified as an event.

2. What percentage of attendees will be non-City residents?

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

N/A

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

This point of contact is the main source and point of contact to for visitors and guests. The Chamber provides a extensive referral services for the City of Lovington and Lovington businesses.

2. Has this program or something similar been requested by tourists and/or residents?

This is not a new program. However not only will we service visitors or guests but also the the Lovington Community.

D. Financial Information (10 Point Value)

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

The budgeted amount for 2014 is \$20,800.

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

The remaining funds are generated from Chamber events.

E. Marketing Plan (10 Point Value)

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

We provide several sources of advertising within phonebooks, website, facebook, and newspapers which are budgeted chamber funds.

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

N/A

F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes. This point of contact encourages tourism and promotes ALL community events and attractions. The money allocated for the Visit Center Upkeep will be used for in house printing and publishing of the Relocation and Visitor's Packets distributed.

G. Other (10 Point Value)

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

The materials are to be used to generate interest and enhancing economic and business growth.

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.

PRINTED NAME: RaeLynn Stuart
TITLE: Executive Director

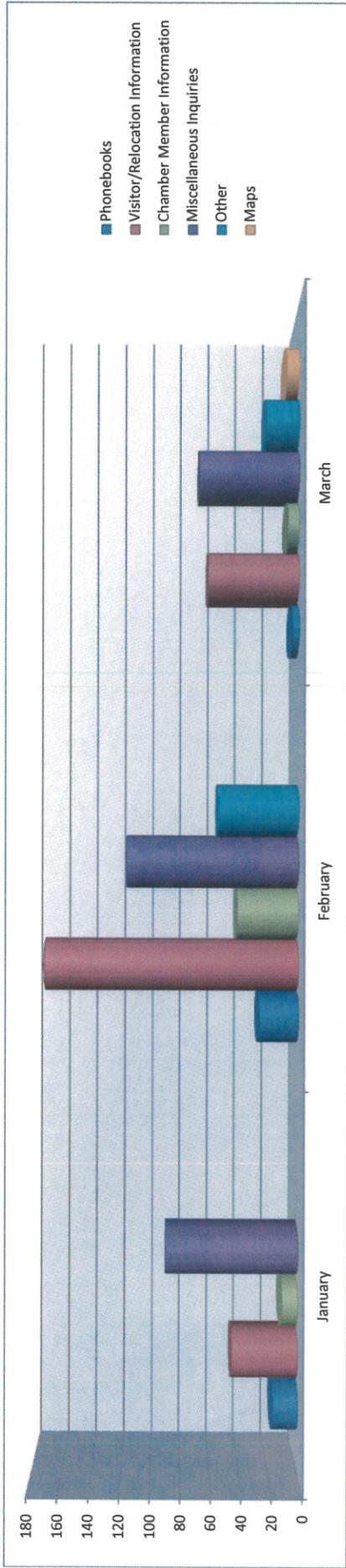
SIGNATURE: 
DATE: 3.10.2014

CITY USE ONLY

RECEIVED BY: _____ DATE: _____

January- March 2014 Inquiries

	Phonebooks	Visitor/Relocation Information	Chamber Member Information	Miscellaneous Inquiries	Other	Maps	Total
January	17	45	11	90			163
February	27	172	42	117	55		413
March	5	62	8	68	23	9	175
Total	49	279	61	275	78	9	751



**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 Chamber of Development and Commerce, Inc.
Event Name: Lovington Chamber Classic 5D Barrel Race
Event Location: Lea County Fair Grounds/Jake McClure Arena
Event Start Date: May 2, 2014 Event End Date: May 4, 2014
Is this a new event? Yes No
If this is a repeat event, how many individuals attended previously? N/A
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)

Attendance will be based on the number of entries.

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? \$3,000

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

If you have outstanding reimbursements, what is the total amount pending? AS OF 3.17.14 \$1000

PART III: PROJECT DETAIL

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

This Barrel Race is open to any Barrel Racing competitor nation wide. The Better Barrel Races (BBR) sanctioned events draw in our area anywhere from 200-350 competitors. This event is offering \$6,000 of added money and great prizes to draw in the competitors.

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

Funds will be utilized for advertising purposes only, advertising in the All Around Cowboy Journal that is circulated to 6,500 people (NM, Texas, OK, CO) and the Barrel Horse News that is circulated to 28,500 people.

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 (10 Point Value)

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

Barrel Races last hours, we are offering stalls for their horses and opening the arena early for those interested in riding in the arena prior to each race. Friday kicks off with an evening race at 7:00pm, Saturday is an open arena for practice, and Sunday will begin at 8:30am. Thus creating late races (Fri. & Sat. nights) and an early Sunday morning.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

N/A

B. Size and Demographic of Audience Served (10 Point Value)

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

Events with this high of added money generally generate 200-350 competitors.

2. What percentage of attendees will be non-City residents?

Although there are few some competitors from Lovington, I anticipate more than 85% will be from surrounding areas.

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

We are offering a 8 & under division that usually draws 25-30 competitors. The Open division offered to ALL (including 8 & under competitors) this groups is typically 75% women ages 30-65 and the remaining 25% are 29 and under.

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

An event of this size as been absent from our community. Lovington has one of the best outdoor arenas that is not being utilized to its potential.

2. Has this program or something similar been requested by tourists and/or residents?

Yes, the rodeo community is always talking about how great the Lovington arena is and asking why no one ever host events there.

D. Financial Information (10 Point Value)

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

The goal is to collect \$8,000 in partnership which will be utilized for the added money, prizes and awards, facility rental and any other additional costs.

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

The \$8,000 is coming from the business community.

E. Marketing Plan (10 Point Value)

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

Facebook is a huge marketing tool for these barrel racing events, I have printed flyers and entry forms that are passed out at the barrel races I currently attend, magazines, and we are listed on the BBR show schedule of upcoming barrel races.

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

All advertising is focused on outside of Lovington.

F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes.

G. Other (10 Point Value)

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

These competitors will fuel up and eat in Lovington. As some local retailers are partners in this event we will encourage them to support those businesses while visiting.

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.

PRINTED NAME: RaeLynn Stuart

TITLE: Executive Director

SIGNATURE: 

DATE: 03.06.2014

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 Chamber of Development and Commerce, Inc.

Event Name: World's Greatest Lizard Race/Party in the Park

Event Location: Chaparral Park

Event Start Date: July 4, 2014 Event End Date: July 4, 2014

Is this a new event? Yes No

If this is a repeat event, how many individuals attended previously? Consistent flow of people throughout the day & night

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

The attendance calculations will be given based on those who participate in the events hosted by the Chamber of Commerce. Unfortunately with the size of the park and the many entrances it will be difficult to provide an accurate number of those who all attend.

+

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? \$3,000

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

If you have outstanding reimbursements, what is the total amount pending? as of 3.17.14, \$1,000

PART III: PROJECT DETAIL

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

This Lovington community quality of life event falls in the third quarter, however all advertising is done during this second quarter. This event provides activities for the community during the 4th of July.

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

Funding is utilized for advertising in Lovington and the surrounding areas, radio, newspapers, and regional magazines. I work closely with the promoters by providing a budget to each and we organize the advertising to now exceed the amount allocated. SEE ATTACHMENT for 2013 allocations.

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 (10 Point Value)

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

This year our event falls on a Friday providing a firework show at 9pm.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

N/A

B. Size and Demographic of Audience Served (10 Point Value)

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

In years past this event has been vastly attended by the Lovington and surrounding communities.

2. What percentage of attendees will be non-City residents?

N/A

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

Activities are provided for all age groups of children and adults.

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

Yes. This activity focuses on lower income families who do not travel during the fourth of July by providing activities in a community atmosphere.

2. Has this program or something similar been requested by tourists and/or residents?

This event is popular with our community that has been a tradition for many years, if dropped it will be missed and continuously requested.

D. Financial Information (10 Point Value)

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

There is no set budget of this event, it is based on the game sponsors which covers all additional costs. SEE ATTACHMENT

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

Game sponsors and vendors cost pay for prizes, tent, and miscellaneous items.

E. Marketing Plan (10 Point Value)

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

Funding is utilized for advertising in Lovington and the surrounding areas, radio, newspapers, and regional magazines. I work closely with the promoters by providing a budget to each and we organize the advertising to now exceed the amount allocated. SEE ATTACHMENT for 2013 allocations.

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

The radio and regional magazines will reach outside of the Lovington community.

F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes.

G. Other (10 Point Value)

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

The vendors at this event are usually non-profit organization who utilize this event as a fund raiser for their groups. and the remaining profits for this event services as funds for the operational budget for the chamber of commerce.

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.

PRINTED NAME: RaeLynn Stuart
TITLE: Executive Director

SIGNATURE: _____
DATE: 3.17.2014

CITY USE ONLY

RECEIVED BY: _____ DATE: _____

2013 Advertising

Hobbs News Sun	\$187.46
Lovington Leader	\$260.78
KIX	\$160.22
KZOR	\$170.90
KLEA	\$300.00
W105	\$300.00
Explore	<u>\$269.53</u>
	\$1,648.89

PARTY IN THE PARK 2013

Party In the Park Expenses		
Oriental Trading	Prizes	\$330.28
Dollar Tree	Prizes	\$240.00
Quality Logo Products	Bags	\$374.00
Canopies	Tent	\$1,436.63
K&K	Lizard Race Plaque	\$1,165.00
Gebo's	Buckets	\$42.72
Sponsorship	St Thomas	\$100.00
Jumpers	Cristina Hernandez	\$300.00
		\$3,988.63
Party In the Park Sponsor Amount		\$3,975.00
Vendors		\$1,200.00
		\$5,175.00
	Net	\$1,186.37

Fireworks Expenses	
Firework Display	\$4,500.00
Sponsored Amount	\$4,500.00
	\$0.00

Tshirt Expenses		
Tshirt sales	collected	\$765.00
Tshirts Ordered	55	
		\$765.00

\$1,951.37

**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
Event Name: Lovington Downtown Farmers' Markets
Event Location: Lea County Courthouse Square--Downtown Lovington, NM
Event Start Date: 4/26/14 Event End Date: 10/25/14

Is this a new event? Yes No

If this is a repeat event, how many individuals attended previously? Approximately 250 per day

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

Estimate; vendor reports

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? \$5500

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

If you have outstanding reimbursements, what is the total amount pending? \$2020.03

PART III: PROJECT DETAIL

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

Weekly Farmers' and Crafters' market, offering local and regional produce and handmade goods. Also, featuring children's story and craft events; educational seminars/demonstrations; musical entertainment; and pet adoption opportunities.

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

Lodger's Tax funds will be used to purchase promotional reusable shopping bags for market attendees, banners, Social Media ads and portable restroom facilities.

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 (10 Point Value)

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

Many vendors come from out of town and may need to stay overnight. Also, we have had shoppers from as far as NY! The different presenters/demonstrators may need overnight accommodations, as well as some of the attendees for the seminars/demonstrations being held each week. This season will be bigger, as we already have a larger planning committee, more vendors and a larger variety of demonstrations/entertainment planned. The season is also starting earlier this year.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

At least two to three each week, with more depending upon the scheduled seminar/demonstration.

B. Size and Demographic of Audience Served (10 Point Value)

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

Last year's markets averaged 15 vendors, 5 demonstrators, 5 volunteers, and about 250-350 shoppers each week. Over \$32,000 was spent at the Lovington Downtown Farmers' Markets in 2013.

2. What percentage of attendees will be non-City residents?

Approximately 30-50% of attendees are from outside Lovington. Many are from Tatum, Hobbs and Seminole.

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

It is an all-ages, family-friendly market. There is a weekly childrens' story and craft time and many Adopt-a-Pet events with the Humane Society, which encourages families to bring their kids. Many of the craft vendors sell items for a variety of age groups, including children's art, clothing, blankets and accessories. Produce, meat and prepared foods are enjoyed by all ages.

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

Yes

2. Has this program or something similar been requested by tourists and/or residents?

Yes

D. Financial Information (10 Point Value)

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

The total budget for 2014 Lovington Downtown Farmers' Markets is \$15,000.

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

Vendor fees--\$2,000; Marketing Sponsorship from Nor-Lea--\$8,000; T-shirt sales--\$500

E. Marketing Plan (10 Point Value)

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

Nor-Lea Hospital will be assisting with print ads to include Newspaper, posters and mailers, as well as some radio ads and light pole banners. We will also be utilizing Social Media and web site ads, as well as digital community bulletin boards, t-shirts and reusable shopping bags.

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

Over 50% of the advertising efforts will be directed at audiences outside of Lovington. The advertising radius is approximately 100 miles.

F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes

G. Other (10 Point Value)

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

This is an increasingly popular event, which is steadily gaining momentum for our community. Many attendees come from out of town. Over \$32,000 was spent at the markets last season. Attendees will continue to stay, eat, and shop locally.

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.

PRINTED NAME: Tabatha Lawson
TITLE: Executive Director

SIGNATURE: 
DATE: March 24, 2014

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

Event Name: Smokin' On the Plaza

Event Location: Courthouse Square--Downtown Lovington, NM

Event Start Date: June 13, 2014 Event End Date: June 14, 2014

Is this a new event? Yes No

If this is a repeat event, how many individuals attended previously? Approximately 5,000 per day

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

Estimation, vendor sales

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? \$5,500

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

If you have outstanding reimbursements, what is the total amount pending? \$2020.03

PART III: PROJECT DETAIL

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

Fifth Annual International Barbecue Cookers Association (IBCA) Sanctioned State Championship cook-off and music festival. Also, kick-off to Live On Love Street: Sounds of Summer Concert Series

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

Print, radio & electronic media advertising/promotion; promotional items for contestant bags; portable restroom facilities.

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
Newspaper Ads (Lovington Leader)	\$200	5	\$1000
Newspaper Ads (Hobbs News-Sun)	\$200	5	\$1000
Newspaper Ads (Lubbock Avalanche Journal)	\$200	5	\$1000
Newspaper Ads (Albuquerque Journal)	\$200	5	\$1000
Newspaper Ads (Midland Reporter Telegram)	\$200	5	\$1000
Magazine Ad (New Mexico Magazine)	\$1212	1	\$1212
Radio Ads (Noalmark)	\$8	125	\$1000
Radio Ads (KLEA)	\$8	65	\$520
Radio Ads (W105)	\$10	50	\$500
Radio Ads (Lubbock)	\$8	125	\$1000
Radio Ads (Midland)	\$8	125	\$1000
Posters	\$2.50	50	\$125
Flyers		500	\$205
Mailers		400	\$200
Tickets		4000	\$40
Promotional Items for Contestant Bags			\$1000
Portable Restroom Facilities		10	\$1500
Social Media Ads		10	\$200

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$13,502

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 (10 Point Value)

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

It is a two-day event, beginning on the afternoon of Friday and ending Saturday evening. The contestants cook the entire time and are judged on Saturday. Therefore, they all stay the night. Most contestants bring their entire "team" with them, which usually consists of 5-10 people per entry. The music festival features local and regional artists and also runs both days. There are eight different performing bands, consisting of 4-8 people each, which stay the night. The crew running the sound, stage and lighting stays the night. Many people will attend the event in order to listen to the music being featured. This event draws thousands of people from Lovington, Hobbs, Tatum, Seminole, Midland/Odessa, Lubbock, Andrews and more. Since it is a multiple day event, many people stay the night in order to attend both days. Attendees to the event also purchase fuel, meals and merchandise while in Lovington. Lovington MainStreet also encourages attendees to spend money locally, by providing discount coupons to participating area merchants.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

100 or more people, staying 1-2 nights

B. Size and Demographic of Audience Served (10 Point Value)

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

At least 5,000 per day

2. What percentage of attendees will be non-City residents?

At least 50%

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

This is an all ages, family-friendly event. The majority of the entrants are aged 25-65, but bring their entire families with them. There are special events for children, including a kids' barbecue competition and a Kid Zone with inflatable bounce houses, slides, etc. The music festival will also bring audiences of varying ages, as it features artists from different musical genres.

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

Yes

2. Has this program or something similar been requested by tourists and/or residents?

Yes

D. Financial Information (10 Point Value)

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

\$60,250

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

Sponsors--\$17,000; Private Grant--\$21,000; Contestant Entry Fees--\$5,700; Vendors--\$1,000; Raffle Ticket Sales--\$10,000

E. Marketing Plan (10 Point Value)

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

The event 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 XXX mile radius of Lovington?

Over 50% of the advertising efforts will be directed at audiences outside of Lovington. Advertising radius is approximately 250 miles, not including New Mexico Magazine, which spans a much wider, unknown audience radius.



F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes

G. Other (10 Point Value)

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

This is a Signature Event for our city, drawing crowds from all over NM, TX & farther. This fun, family-friendly, multiple-day event brings money & interest to our community & Historic Downtown district. These people will continue to stay in our hotels, eat in our restaurants, purchase fuel at our gas stations & shop in our stores.



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.

PRINTED NAME: Tabatha Lawson
TITLE: Executive Director

SIGNATURE: 
DATE: 3/19/14

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
Event Name: Live On Love Street: Sounds of Summer Concert Series
Event Location: Lea County Courthouse Square--Downtown Lovington
Event Start Date: 6/13-14; 7/19; 8/23; 9/20/14 Event End Date: 9/20/14
Is this a new event? Yes No
If this is a repeat event, how many individuals attended previously? Summer Concert Series formerly hosted by Lea County Museum
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? \$5500

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

If you have outstanding reimbursements, what is the total amount pending? \$2020.03

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.
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 for all four musical performances.

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
Newspaper Ads (Lovington Leader)	\$200	2	\$400
Newspaper Ads (Hobbs News Sun)	\$200	2	\$400
Newspaper Ads (Lubbock Avalanche Journal)	\$200	2	\$400
Newspaper Ads (Midland Reporter Telegram)	\$200	2	\$400
Newspaper Ads (Roswell Daily Record)	\$200	2	\$400
Magazine Ad (New Mexico Magazine) May, June	\$1212	2	\$2424
Magazine Ad (Enchantment Magazine) May, June	\$320/mo	2	\$640
Radio Ads (Noalmark)	\$8	65	\$520
Radio Ads (KLEA)	\$8	65	\$520
Radio Ads (W105)	\$10	50	\$500
Radio Ads (Lubbock)	\$8	50	\$520
Radio Ads (Midland)	\$8	65	\$520
Radio Ads (Roswell)	\$8	65	\$520
Posters	\$10	50	\$500
Flyers		500	\$205
Mailers		400	\$200
Social Media Ads		20	\$400

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$9,469

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 (10 Point Value)

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

This concert series will feature musical performances from a variety of genres, which will attract a large audience of varying ages and backgrounds. The first concert coincides with the Annual Smokin' On the Plaza BBQ Event and is a Music Festival, with 8 bands playing throughout two days. The bands are local and regional, which will require 1-2 nights of overnight stay for the band members, as well as crew, and some attendees.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

Three rooms will be booked for one night and 2 rooms for two nights by Lovington MainStreet to accommodate two bands and the crew during the June Concert performance. Additionally, two to three more bands featured in the Music Festival will need 2-3 rooms for one night. Many attendees will also need to stay the night, in order to attend both days of concerts.

B. Size and Demographic of Audience Served (10 Point Value)

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

Smokin' On the Plaza is attended by approximately 5,000 people each day of the two day event. The Music Festival in June is held during the BBQ event, so it is anticipated that all of the attendees will also be present for the concerts.

2. What percentage of attendees will be non-City residents?

At least 50%

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

It is an all ages, family-friendly event, featuring music of varying genres.

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

Yes

2. Has this program or something similar been requested by tourists and/or residents?

Yes. The Summer Concert Series was formerly hosted by the Lea County Musuem. Since they do not wish to continue the series this summer, the Maddox Foundation approached Lovington MainStreet about taking it over.

+

D. Financial Information (10 Point Value)

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

The total amount budgeted for the series is \$50,000. The Music Festival on June 13-14, has a budget of \$23,000.

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

For Music Festival in June: Private Grant--\$15,000

E. Marketing Plan (10 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 XXX mile radius of Lovington?

Over 50% of the advertising will be directed at audiences outside of Lovington. Advertising radius is approximately 250 miles, not including New Mexico Magazine, which spans a much wider, unknown audience radius.

+

F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes

G. Other (10 Point Value)

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

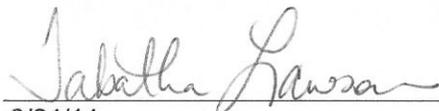
This is a Signature Event for our city, which will draw an audience from NM, Texas and farther. This will bring money and interest to our community, particularly Historic Downtown Lovington. These people will stay in our hotels, eat in our restaurants, buy fuel at our gas stations and shop in our stores.

+

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.

PRINTED NAME: Tabatha Lawson
TITLE: Executive Director

SIGNATURE: 
DATE: 3/24/14

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: Winter-Spring Concert Series
Event Location: Lea County Museum Town Hall
Event Start Date: 1-31-2014 Event End Date: 5-10-2014
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) _____

Counting number in attendance

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? \$5288.00

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 series of concerts began on Jan. 31 with a night of local talent. On Feb. 28 we had the Wayne Salzmann Jazz Band from Austin. On March 29 the Anthony Ray Wright Band from Alpine, texas will appear. On April 26 several Lea County artist will appear, four of them having performed on Jan. 31. They are Russell White, Donnell Smith, Arnold Cardon, and Buck Vandermeer. On May 10 W.C. Jameson of Llano, Texas will be her to sing and give instruction on song writing.

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

Lodgers Tax funds will be used for advertising the concerts.

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
Ads in Hobbs News Sun (March 29 Concert)	136.72	6	820.32
Ads in Hobbs News Sun (April 26 Concert)	136.72	6	820.32
Ads in Hobbs News Sun (May 10 Concert)	136.72	6	820.32
Ads in Lovington Leader (March 29 Concert)	88	3	264
Ads in Lovington Leader (April 26 Concert)	88	3	264
Ads in Lovington Leader (May 10 Concert)	88	3	264
Ads on KLEA Radio (March 29 Concert)	5.50	16	88
Ads on KLEA (April 26 Concert)	5.50	16	88
Ads on KLEA (May 10 Concert)	5.50	16	88
Ads on KLMA Radio (March 29 Concert)	15	10	150
Ads on KLMA (April 26 Concert)	15	10	150
Ads on KLMA (May 10 Concert)	15	10	150
Ads on KZOR (March 29 Concert)	5	40	200
Ads on KZOR (April 26 Concert)	5	40	200
Ads on KZOR (May 10 Concert)	5	40	200

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$4566.96

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 (10 Point Value)

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

The Winter-Spring Concert Series brings outsiders into Lovington. Few will stay overnight for these indoor concerts since most in the audiences will come from Hobbs and other nearby towns.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

B. Size and Demographic of Audience Served (10 Point Value)

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

In the first two concerts, we had 228 and 92 in the audience. I think we will at a minimum average 160 in the three concerts for a total of 480.

2. What percentage of attendees will be non-City residents?

Over the last seven years, Lovington residents have made up approximately 25% of those attending the concerts. Thus, 75% will be from non-city residents.

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

In the first two concerts of this series, the range of ages was 6 month to 92 years old.

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

Yes.

2. Has this program or something similar been requested by tourists and/or residents?

Yes. We have been receiving requests for concerts since last year's summer series ended.

D. Financial Information (10 Point Value)

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

\$17,500

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

Maddox Foundation: \$9000; a local business: \$1000; the Lea County Museum: \$7500.

E. Marketing Plan (10 Point Value)

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

All Lea County Museum programs are marketed through (1) museum and other web sites and other on-line services; (2) museum newsletters and other publications; (3) radio ads; (4) newspaper ads; (5) news releases; (6) photographs and cutlines; (7) special newspaper inserts; (8) radio and television talk shows.

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

75% of ads will be outside of Lovington

F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes.

G. Other (10 Point Value)

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

Bringing visitors to Lovington brings funds to businesses such as convenience stores, gas stations, and restaurants, in addition to potential overnight guests.

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.

PRINTED NAME: Jim Harris
TITLE: Director

SIGNATURE: [Handwritten Signature]
DATE: 3-24-2014

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: New Mexico-Texas Challenge Marathon
Event Location: Lovington and Hobbs
Event Start Date: 4-18-2014 Event End Date: 4-19-2014

Is this a new event? Yes No
If this is a repeat event, how many individuals attended previously? 514 registered + 150 vols + 300 more
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)

Registrations and counting of volunteers and visitors

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? \$5288

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)*

The NMTexChallenge Marathon is designed to get Lea County residents in better shape.

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

Lodgers Tax funds are used for advertising the event.

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 (10 Point Value)

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

Runners at last year's marathon came from 15 different states to participate.

2. How many Lovington room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodgers Tax.)

10 Lovington room nights are anticipated.

B. Size and Demographic of Audience Served (10 Point Value)

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

750 registrations

2. What percentage of attendees will be non-City residents?

We are anticipating that 75 Lovington runners will register for the event.

3. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of.

Last year the oldest runner was 89 years old and the youngest was seven.

C. Quality of Life (10 Point Value)

1. Do you provide a program or event that is otherwise absent in our City?

Yes.

2. Has this program or something similar been requested by tourists and/or residents?

The marathon, and the other three races) has become a very popular event, and immediately after last year's races, many participants started asking if we would do it again in 2014.

D. Financial Information (10 Point Value)

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

\$67,700

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

Lea County Museum: \$25,000; Registration fees: \$15,000; Hobbs Lodgers Tax: \$25,000; individual and corporate donations: \$1500; St. Thomas Church 1200 = \$67,700

E. Marketing Plan (10 Point Value)

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

Ads in Runner's World Magazine; Texas Runner-Triathlete Magazine; dozens of web sites; the LCM web site; the marathon web site; West Texas and Eastern New Mexico newspapers; regional radio stations; museum newsletters; and newspaper inserts for the museum and specifically for the marathon.

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

All of the Hobbs Lodgers funds go to national and state magazines. 75% of all advertising funds will go markets outside of Lea.

F. Documentation (10 Point Value)

1. Have Lodgers Tax rules been followed and all requested documents provided?

Yes.

G. Other (10 Point Value)

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

Although three of the four races begin and end in Hobbs, the full marathon begins here on Saturday morning, April 19. In addition, approximately 300 will be fed a dinner here on Friday evening, April 18.

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.

PRINTED NAME: Jim Harris
TITLE: Director

SIGNATURE: [Handwritten Signature]
DATE: 3-24-2014

CITY USE ONLY

RECEIVED BY: _____ DATE: _____