

**MEETING OF THE LODGERS' TAX BOARD
TUESDAY, APRIL 1, 2014 AT 5:30 P.M.
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

PRESENT: Chairman Kallie Windsor, Members Shannon Pettigrew, Robbie Roberts and Lisa Spears

NOT PRESENT: Member Maria Valencia

ALSO PRESENT: City Manager James Williams, Assistant City Manager Jared Cobb, City Clerk Carol Ann Hogue, and Administrative Assistant Imelda Gutierrez.

CALL TO ORDER: The meeting was called to order by Chairman Windsor at 5:30 p.m.

APPROVAL OF REGULAR MINUTES OF DECEMBER 19, 2013 & CALLED MINUTES OF JANUARY 22, 2014: Chairman Windsor called for a motion to approve the regular minutes of December 19, 2013 and called minutes of January 22, 2014. Member Roberts so moved. Member Spears seconded. Motion was approved.

NON ACTION ITEMS:

LODGER'S TAX FINANCIAL REPORT: City Manager Williams submitted the Lodger's Tax Financial Report to the members for review.

ACTION ITEMS:

REQUEST FROM LEA COUNTY MUSEUM: Jim Harris addressed the members requesting funds totaling \$6,735.60. The winter-spring concert series fund request is \$4,566.96. These events started January 31, 2014 will end May 10, 2014 at the Lea County Museum Town Hall. The series began with a night of local talent. Some of the bands included Wayne Salzmann Jazz Band from Austin, Texas, Anthony Ray Wright Band from Alpine, Texas, Russell White, Donnell Smith, Arnold Cardon, Buck Vandermeer, W.C. Jameson of Llano, Texas, and an art gallery with Andrew Akufo Art. These events are announced on the Lovington Leader, Hobbs News-Sun, KLEA, KLMA, and KZOR radio. 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. In the first 2 concerts of the series, the ages ranged from 6 months to 92 years old. The NM/TX Challenge Marathon fund request is \$2,168.64 that will be April 18 & 19, 2014 in Lovington and Hobbs. This event is designed to get Lea County residents in better shape. This event has been advertised in the Lovington Leader and Hobbs News-Sun. This event brought runners from 15 different states to participate and a total of 750 registrations.

REQUEST FROM HIGH PLAINS JUNIOR RODEO ASSOCIATION (HPJRA): Kelsey Abel addressed the members requesting funds of \$3,500. This event will be May 16 – 18, 2014 at the Lea County Fairgrounds. The HPJRA has provided a foundation for 19 & under youth who wish to participate in the sport of rodeo since 1974. In 2014, the HPJRA will be celebrating its 40th anniversary and would like to establish a partnership with the City of Lovington to become part of our tradition. There is a membership of 300, representing 150 families who travel to 17 sanctioned rodeos throughout the Southwest. The average the membership travels is at least 150 miles to compete. Many great companies and cities, such as Lovington, promote tourism by assisting the HPJRA. A 90% of the attendees are non-city residents. Based on membership surveys:

- The average economic impact on the City by the HPJRA is\$65,700.
- The economic impact on lodging, average room 60 nights per rodeo weekend (average rate is \$95.00) is \$5,700.
- The economic impact on restaurants, average 200 participants a rodeo and 600 attendees to the rodeos per weekend, half of the attendees report spending, on average \$75 a day on meals/food times 3 days (\$150 a weekend) is \$45,000.
- The economic impact on non-food items, average 200 participants a rodeo and 600 attendees to the rodeos per weekend, half of the attendees report spending at least \$50 a weekend on non-food items (clothes, hardware, feed, etc.) is \$15,000.

REQUEST FROM LOVINGTON CHAMBER OF COMMERCE: RaeLynn Stuart addressed the members requesting funds totaling \$6,297.40. The money allocated for the Upkeep of the Visitor Center (\$1,000/month) is \$3,000 will be used for in house printing and publishing of the relocation and visitor's packets distributed. The materials are to be used to generate interest and enhancing economic and business growth. The 5D Classic Barrel Race fund request is 1,547.40 and will be used to advertise and promote interest for the event throughout the barrel racing circuits both regionally and nationally. This event will be May 2 – 4, 2014 at the Lea County Fairgrounds/Jake McClure Arena. The barrel race is open to any barrel racing competitor nationwide. The Better Barrel Races (BBR) sanctioned events draw in our area anywhere from 200 – 350 competitors. The fund requested for the World's Greatest Lizard Race/Party in the Park is \$1,750. This event will be held July 4, 2104 at the Chaparral Park. Funding is utilized for advertising in Lovington and the surrounding areas, radio, newspaper, and regional magazines. Activities are provided for all age groups of children and adults. The vendors at this event are usually non-profit organizations who utilize this event as a fund raiser for their groups. This quarter the Chamber of Commerce is requesting 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 and would like to suggest splitting the funds for this event between the 2nd and the 3rd quarters. Member Roberts made a motion to allocate \$3,000 every quarter to Chamber of Commerce if funds are available and/or the board members make changes. Member Pettigrew seconded. Motion was approved.

REQUEST FROM LOVINGTON MAINSTREET: Alice Mainello addressed the members requesting funds totaling \$26,721. The funds requested for the Lovington Downtown Farmer’s Market is \$3,750. This event will begin April 26, 2014 and end October 25, 2014 at the Lea County Courthouse Square. The weekly farmers’ and crafters’ market offer local and regional produce, handmade goods, children’s stories, craft events, educational seminars/demonstrations, musical entertainment, and pet adoption opportunities. The money allocated will be used to purchase promotional reusable shopping bags for market attendees, banners, social media ads and portable restroom facilities. The funds requested for the 5th Annual International Barbecue Cookers Association (IBCA) is \$13,502. The IBCA sanctioned State Championship cook-off and music festival aka Smokin’ on the Plaza will be June 13 – 14, 2014 at Lea County Courthouse Square. The money allocated will be for printing, radio, electronic media advertising/promotion, promotional items for contestant bags and portable restroom facilities. The contestants cook the entire time and are judged on Saturday. It is anticipated that at least 5,000 individuals per day will attend this event. This is a family-friendly event. The funds requested for the Live on Love Street: Sounds of Summer Concert Series is \$9,469. This event will begin June – September, 2014 at the Lea County Courthouse Square. This is live musical concert performances and street dances for all age group audience in downtown Lovington and will be free to the public. The money allocated will be used for printing, radio, and electronic media advertising/promotion for all four musical performances.

REQUEST FROM SOUTH WEST REGIONAL RABBIT BREEDERS ASSOCIATION (S.W.R.R.B.A): City Manager Williams addressed the members stating that South West Regional Rabbit Breeders Association submitted their request for funding which is \$1,000. This event will be held June 13 – 14, 2014 at the Lea County Fairgrounds. The S.W.R.R.B.A will be hosting 21 rabbit shows with over 3000 entries. They are show rabbits sanctioned by ARBA. The contestants will be coming from IL, MO, OK, TX, CO, and UT to show their rabbits. The judges will be flown in from TN, WS, OH, and CA. The association pays for lodging and food for the 7 judges. Lodging for the judges is \$1,550 and the flight cost is \$2,500.

PUBLIC COMMENT: None

ACTION:

Member Roberts so moved to allocate the funding as recommended:

Lea County Museum – Winter Spring Concert Series	\$	1,963.92
Lea County Museum – NM/TX Challenge Marathon	\$	1,006.69
Chamber of Commerce – Visitor Center Upkeep	\$	3,000.00
Chamber of Commerce – 5D Classic Barrel Race	\$	802.04
Chamber of Commerce – Party at the Park	\$	797.40
Lovington MainStreet – Farmers Market	\$	1,230.28
Lovington MainStreet – Smokin’ on the Plaza	\$	6,870.20
Lovington MainStreet – Live on Love Concert Series	\$	4,449.47

TOTAL: \$ 20,120.00

Member Spears seconded. Motion was approved.

ADJOURNMENT:

There being no further business, Member Spears so moved for adjournment. Member Roberts seconded. Motion was approved. Meeting adjourned at 7:22 p.m.

APPROVED: _____

CHAIRMAN, KALLIE WINDSOR

ATTEST: _____

MEMBER, LISA SPEARS

**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: Art Openings

Event Location: Museum Art Gallery

Event Start Date: July 1 & Sept. 5 Event End Date: _____

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) _____

Sign in sheet

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? \$2970.61

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)*

Two art shows in the LCM Art Gallery

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 in newspapers and 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 Lovington Leader--art shows	88	3	264	
Ads in Hobbs News Sun--art shows	136.72	6	820.32	
Ads on Radio--art shows	5.50.48	48	264	
TOTAL--art shows			1348.32	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$ 7821.68

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 (10 Point Value)

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

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.)

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

1. How many individuals are anticipated to attend the event?
350 during 4 months

2. What percentage of attendees will be non-City residents?
80% from outside Lovington

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

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

D. Financial Information (10 Point Value)

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

Lodgers Tax funds will be the only expense

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

None

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

Newspaper ads, radio ads, news releases, public services announcements, on-line notices

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

Not known

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

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

Visitors may dine and buy gas here in addition to having a good experience that will make them want to return and tell their friends and neighbors to visit Lovington.

SECTION A TOTAL POINTS 10 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.

PRINTED NAME: Jim Harris
TITLE: Director

SIGNATURE: 
DATE: 6-23-2014

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: Lea Writers Roundup

Event Location: Museum Town Hall

Event Start Date: July 10 Event End Date: Aug. 14

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) _____

Sign in sheet

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? \$2970.61

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)*

Regional writers (at least 8) are invited to discuss writing, read from their works, discuss publishing opportunities, and answer questions from audience.

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 in newspapers and radio.

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?

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.)

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

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

60 x 2 events = 120

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

75% from outside Lovington

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

35 years old to seniors

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

D. Financial Information (10 Point Value)

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

Lodgers Tax funds will be the only expense

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

None

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

Newspaper ads, radio ads, news releases, public services announcements, on-line notices

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

Not known

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

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

Visitors may dine and buy gas here in addition to having a good experience that will make them want to return and tell their friends and neighbors to visit Lovington.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

PART V: ASSURANCES AND CERTIFICATIONS

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PRINTED NAME: Jim Harris
TITLE: Director

SIGNATURE: 
DATE: 6-23-2014

CITY USE ONLY

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**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: Wolberg Lectures

Event Location: Lea County Museum Town Hall

Event Start Date: Sept. 17 Event End Date: Sept. 18

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) _____

Sign in sheet

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? \$2970.61

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)*

Donald Wolberg, Ph.D., will speak to the LCM Board of Directors and the general public on the afternoon of Sept. 17 and in the evening of Sept. 18. His topics will be "Regional Museums and New Mexico History."

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 in newspapers and 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 Lovington Leader--Wolberg	88	3	264	
Ads in Hobbsd News Sun--Wolberg	136.72	6	820.32	
Ads on Radio--Wolberg	5.50	48	264	
TOTAL--Wolberg			1348.32	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: # 7821.68

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 (10 Point Value)

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

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.)

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

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

125

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

75% from outside Lovington

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

From 40 years old to seniors

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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?

No

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

D. Financial Information (10 Point Value)

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

Lodgers Tax funds will be the only expense

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

None

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

Newspaper ads, radio ads, news releases, public services announcements, on-line notices

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

Not known

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

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

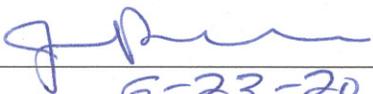
Visitors may dine and buy gas here in addition to having a good experience that will make them want to return and tell their friends and neighbors to visit Lovington.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

PART V: ASSURANCES AND CERTIFICATIONS

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PRINTED NAME: Jim Harris
TITLE: Director

SIGNATURE: 
DATE: 6-23-2014

CITY USE ONLY

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

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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: Courthouse Open Mic Jam Sessions
Event Location: Museum Town Hall or Pavilion
Event Start Date: July/Aug/Sept Event End Date: Sept. 12
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) _____

Visitors Sign in Sheet

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? \$2970.61

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)*

Area residents are invited to come to Lovington to play and sing July 11, Aug. 30 and Sept. 12.

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 in newspapers and radio.

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?

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.)

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

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

150 X 3 = 450

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

75% from outside Lovington

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

All ages, from kids to seniors

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

D. Financial Information (10 Point Value)

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

Lodgers Tax funds will be the only expense

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

None

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

Newspaper ads, radio ads, news releases, public services announcements, on-line notices

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

Not known

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
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PART V: ASSURANCES AND CERTIFICATIONS

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PRINTED NAME: Jim Harris
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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: Advertising the LCM

Event Location: LCM Fall Newsletter and Regional Guides

Event Start Date: July, Aug, Sept Event End Date: Sept. 30

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) _____

Readership numbers in Lovington Leader and Hobbs News Sun will be used to determine impact

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? \$2970.61

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)*

These are regular publication by the Lea County Museum targeting readership in the two newspapers, 9,000 in the News Sun and 1500 in the Leader. The LCM staff produces the newsletter, has it printed in Las Cruces, and distributes it in the Hobbs paper and the Lovington paper. The Regional Guide is a monthly insert in the Hobbs paper, the LCM have the two-page center spread in the guide at a cost of \$150.

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

These two publications let all of Lea County know what is going on at the Lea County Museum and are influential in bringing many 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.

Description	Unit Cost	Quantity	Total	Staff Review
Signature Offset Printing--Las Cruces		12,500	1100	
News Sun Insert Cost		9,000	350	
Leader Insert Cost			175	
TOTAL--Advertising LCM			1625	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$ 7821.68

Staff Review Amount

Attach additional sheets if necessary.

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

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

D. Financial Information (10 Point Value)

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

Lodgers tax funds will be the only expense

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

None

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

The "event" is the marketing of the Lea County Museum

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

Unknown

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

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

These publications make residents of Lea County aware of what is happening at the Lea County Museum and thus will have a potential to bring many residents to the city.

SECTION A TOTAL POINTS 10 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.

PRINTED NAME: Jim Harris
TITLE: Director

SIGNATURE: [Signature]
DATE: 6-23-2014

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: City of Lovington
Event Name: Fair and Rodeo Parade Decorations
Event Location: Various locations in Lovington
Event Start Date: 08/01/14 Event End Date: 08/10/2014
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)
N/A

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 supplier of the fair and rodeo banners used throughout the community for years has informed the Chamber of Commerce they will no longer be providing their services. The Chamber has informed members and the City that the banners will not be offered this year. City staff feel this adds to the week long event, is a long standing tradition, and helps promote the City and draw visitors. This project will be a one time expense to purchase the quantity of banners utilized last year. The City will own and maintain the banners and will offer them to businesses for use free of charge.

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 utilized to purchase pre-pleated flag bunting (full and half) as well as rodeo banners. Pictures of the items are attached to this application. Please note that City staff have provided list prices. Due to the quantities being ordered, there may be a possibility of a bulk discount.

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 Lea County Fair and Rodeo has demonstrated a consistent improvement in attendance for several years. The event is 7 days long, with many out of town participants and visitors attending and staying overnight.

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.)

Utilizing our largest hotel (61 rooms total), we would anticipate that a possible 183 room nights would be created.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

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

100,000 for the entire week/10,000 - 12,000 per day

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

The County does not keep statistics regarding this question. Staff believe that at least 70% of the attendees are non-City residents.

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

This event is attended by all demographics and ages.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

C. Quality of Life (10 Point Value)

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

Although not actually hosting the event, this program/project serves to promote not only the event but our community.

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

This program was conducted previously by the Lovington Chamber of Commerce but they do not have the funds to purchase the items or the staff to take on this project.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

D. Financial Information (10 Point Value)

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

\$10,000.00

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

Matching funds are in kind contribution of \$2,282.20 in employee salary to pay for installation and removal of the banners.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

Event advertising is conducted by Lea County at no expense to the City.

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

Unknown.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

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

The Lea County Fair and Rodeo do have an economic impact on the City of Lovington. In reviewing GRT reports, the activity in August produces the 7th highest collecting month over a 7 year period, as well as an average \$19,491 increase in GRT revenue from the 12 month average.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

PART V: ASSURANCES AND CERTIFICATIONS

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PRINTED NAME: _____
TITLE: _____

SIGNATURE: _____
DATE: _____

CITY USE ONLY	
RECEIVED BY: _____	DATE: _____



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San Antonio, TX 78208
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Home / 3 ft. X 6 ft. Pre-pleated Fan Bunting Decoration with Stars . Fade resistant Nyl-Glo fabric.

3 ft. X 6 ft. Pre-pleated Fan Bunting Decoration with Stars . Fade resistant Nyl-Glo fabric.



0

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This item is currently on backorder. Backordered items typically ship in 5 to 7 business days

Availability: **Out of stock**

\$45.70

Qty:

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MORE VIEWS



Quick Overview

This fan is the number one choice for those who want a professional looking patriotic decoration. Pre-pleated for convenience with three brass grommets in sturdy canvas heading. Great for decks, porches or commercial applications.

[Product Description](#) | [Additional Information](#) | [Product Tags](#)

*

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You have no items in your shopping cart.

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You have no items to compare.

Best Sellers

3 ft. x 5 ft. Nyl-Glo Signature U.S. Flag



\$44.50

3 ft. X 5 ft. Nyl-Glo U.S. Flag



\$39.90

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[Home](#) / [Pre-pleated Half Fans Decorators' Bunting Cotton Sheeting-One Pair 3 ft. X 3 ft.](#)

Pre-pleated Half Fans Decorators' Bunting Cotton Sheeting-One Pair 3 ft. X 3 ft.



0

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[Be the first to review this product](#)

Availability: In stock

\$45.60

Qty:

[ADD TO WISHLIST](#)
[ADD TO COMPARE](#)

Quick Overview

Five sewn stripes alternating red, white and blue with white stars. Use on both sides of a 3 ft. X 3 ft. Advertising Center to achieve a fan effect.

MORE VIEWS



- [Product Description](#)
- [Additional Information](#)
- [Product Tags](#)

My Cart

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You have no items to compare.

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3 ft. x 5 ft. Nyl-Glo Signature U.S. Flag



\$44.50

3 ft. X 5 ft. Nyl-Glo U.S. Flag



\$39.90





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- COMMERCIAL/BUSINESS
- HOME OWNERS
- REAL ESTATE & CONSTRUCTION
- SCHOOLS & ORGANIZATIONS
- FESTIVALS, FAIRS & SPECIAL EVENTS

[Home](#) / [Pre-pleated Half Fans Decorators' Bunting Cotton Sheeting-One Pair 3 ft. X 3 ft.](#)

Pre-pleated Half Fans Decorators' Bunting Cotton Sheeting-One Pair 3 ft. X 3 ft.



0

[Email to a Friend](#)
[Be the first to review this product](#)

Availability: In stock

\$45.60

Qty:

[ADD TO WISHLIST](#)
[ADD TO COMPARE](#)

Quick Overview

Five sewn stripes alternating red, white and blue with white stars. Use on both sides of a 3 ft. X 3 ft. Advertising Center to achieve a fan effect.

MORE VIEWS



- [Product Description](#)
- [Additional Information](#)
- [Product Tags](#)

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Best Sellers

3 ft. x 5 ft. Nyl-Glo Signature U.S. Flag



\$44.50

3 ft. X 5 ft. Nyl-Glo U.S. Flag



\$39.90



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: Wildbunch Softball
Event Name: 14th annual wildbunch Classic
Event Location: Lovington
Event Start Date: 7-26-14 Event End Date: 7-27-14
Is this a new event? Yes No
If this is a repeat event, how many individuals attended previously? 400 - 450
What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)
amount of teams - plus # players on team
and Families - umpires spectators

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 Tour to bring in teams, players
Families from Southeast Va and West Texas

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

to purchase T-shirts to (Advertise) event
and the City of Lovington - and Lodgers Tax
Promote

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
3x - 2-color T-shirts w/ design/logo	\$ 27	20	\$ 540	
2x - 2 color T-shirts w/ design + logo	\$ 27	20	\$ 540	
XL - 2 color T-shirts w/ design + logo	\$ 24	25	\$ 600	
L - 2 color T-shirts w/ design + logo	\$ 24	25	\$ 600	
M 2-Color T-shirts w/ design + logo	\$ 24	25	\$ 600	
Small 2-Color T-shirts w/ design + logo	\$ 24	25	\$ 600	
Total 140 shirts				
f/ 2 nd place + public				

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$ 3480

Staff Review Amount

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's a two day event

- 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.)

Varies on how far the team travels to Lovington to play in tournament

Last Year about 20-25 rooms

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

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

400-500

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

at least 75%

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

Families w/ kids to 15yrs / Adults playing on teams

men & women

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

C. Quality of Life (10 Point Value)

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

Yes we do

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

Residents and people from other cities

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

D. Financial Information (10 Point Value)

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

\$ 6200⁰⁰

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

Sources Sponsor varies on who & how many want to participate - Amounts - also varies

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

*News papers of other cities - Flyers @ other tournaments
online and word of mouth*

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

75%

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

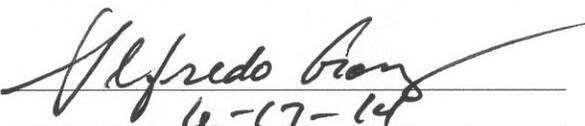
1. Please provide any other financial impact to the City of Lovington this project or event will create.

People will buy food - drinks - teams cookout some spend money @ Fast Food places - and Gas Plus Lodging

SECTION A TOTAL POINTS 10 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.

PRINTED NAME: Alfredo Gomez
TITLE: Wildbunch Organizer and Promoter
SIGNATURE: 
DATE: 6-17-14

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: Lovington Downtown Farmers' Market
Event Location: 100 N. Main, Lovington NM
Event Start Date: April 26 Event End Date: October 25

Is this a new event? Yes No
If this is a repeat event, how many individuals attended previously? Averages 250-400 per market

What means did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc)
We make attendance counts about every 10 minutes of each market and add up at the end. Additionally, we ask vendors to count/report their customer attendance for every market.

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? \$1230.28

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

If you have outstanding reimbursements, what is the total amount pending? \$1176.92

PART III: PROJECT DETAIL

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

Lovington Downtown Farmers' Market serves as a family friendly event that encourages local growers, food and crafts vendors to offer homemade items and healthy choices to Lovington and surrounding communities. Market organizers also offer education opportunities for youth and families including an ongoing Family Story and Craft Time in which volunteers lead participants in a variety of fun educational activities. The group is starting a second Family Story and Craft time through a collaboration with the Lovington Public Library in July, so the public will have access to more learning opportunities in downtown Lovington.

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 to purchase promotional reusable shopping bags for market attendees, logo shirts and hats , as well as informational brochures, banners, yard signs, posters and social media ads.

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
Posters-Medium to promote Fall events at market	\$20	30	600	
Posters - Small- to promote fall events at market	\$12.99	100	1299	
Promotional Shirts-for market staff to wear at events, sell	\$15	100	1500	
Banners - large - to promote market through fall	\$60	10	600	
Trifold Brochures - to help promote entire program in detail	\$1.40	50	69.68	
Hats - baseball caps to promote market and sell	\$2.50	50	125	
Yard signs - to promote market at homes and businesses	\$25	50	1250	
Social Media Ads		50	500	

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$5943.68

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 (10 Point Value)

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

The market has built in many ongoing events including music festivals and holiday festivals such as our Fall Fest and Halloween on the Plaza. These events have several opportunities and educational and fun activities to engage youth and their families, and encourage multigenerational attendance and participating at the market.

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.)

The market occurs once every week, on Saturdays, so foreseeably throughout the market season, visitors may be staying the night, particularly during music and fun nights, possibly two to three per week.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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

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

The Lovington Downtown Farmers' Market averages 250-400 visitors during less busy days; however, on days with a special themed event such as Fall Fest, as many as 500-700 people attend these special days.

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

About 30-50 percent of market goers are non-city residents

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

The market is designed to engage all ages from preK to elder audience with vendor offerings and learning activities. There are many levels of learning for various age groups and abilities.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

C. Quality of Life (10 Point Value)

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

Yes, there are not many places to get fresh veggies, fruit and homebaked items; additionally, there are limited, on-going events with clean, fun learning opportunities for youth and families.

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

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 LDFM is \$15,000

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

Vendor Fees--\$2,000; Nor-Lea Marketing Sponsorship--\$8,000; T-shirt/bag sales--\$500

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

E. Marketing Plan (10 Point Value)

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

Nor-Lea Hospital assists with print ads to include newspaper, some posters and light pole banners. We have created additional posters, banners and yard signs in Spanish & English. We will also utilize Social Media & web ads as well as Community Bulletins t-shirts & reusable shopping bags.

2. What percentage of advertising will reach an audience outside a 50 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.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

F. Documentation (10 Point Value)

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

Yes

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

G. Other (10 Point Value)

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

Farmers' Market vendors bring in an average of \$1000 per market day. That money helps serve as an economic engine for the community. Additionally, the market helps encourage "buying local" from it's residents. Lastly, the market is positioned to help support business & commerce in our +

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

PART V: ASSURANCES AND CERTIFICATIONS

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PRINTED NAME: Tabatha Lawson
TITLE: Executive Director
SIGNATURE: 
DATE: 6/24/14

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: Lovington MainStreet _____

Event Name: Live On Love Street: Sounds of Summer Concert Series _____

Event Location: Lea County Courthouse Square--Downtown Lovington _____

Event Start Date: 6/13-6/14; 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)
Estimation

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? \$4449.47 _____

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

If you have outstanding reimbursements, what is the total amount pending? \$1457.81 _____

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 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	10	\$2000
Newspaper Ads (Hobbs News Sun)	\$200	10	\$2000
Newspaper Ads (Midland Reporter Telegram)	\$500	3	\$1500
Newspaper Ads (Roswell Daily Record)	\$200	6	\$1200
Magazine Ad (New Mexico Magazine) August, September	\$1212	2	\$2424
Magazine Ad (Enchantment Magazine) July, August, September	\$320/mo	3	\$960
Radio Ads (Noalmark)	\$8	125	\$1000
Radio Ads (KLEA)	\$8	125	\$1000
Radio Ads (W105)	\$10	100	\$1000
Radio Ads (Lubbock)	\$8	125	\$1000
Radio Ads (Midland)	\$8	125	\$1000
Radio Ads (Roswell)	\$8	125	\$1000
Posters	\$10	50	\$500
Flyers		500	\$205
Social Media Ads		25	\$500

TOTAL AMOUNT OF LODGERS TAX FUNDING REQUESTED: \$17,289 _____

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 bands are 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.)

The band requires two hotel rooms & the crew requires one for each of the concerts. Many attendees will be traveling from out of town and may also need to stay the night, in order to attend concerts.

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

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

As this will be our first Summer Concert, we are uncertain how many to expect. We anticipate at least 500 people to attend each of the concerts in the series.

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--we are taking over the Downtown Summer Concert Series that was formerly hosted by the Lea County Museum.

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.

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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, had a budget of \$23,000, so the remaining concerts are budgeted at \$27,000 collectively.)

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; Private grant funding and corporate sponsorships will also help defray the cost of the entertainers, sound crew, and stage. (\$15,000 Private Grant; \$3,500 Sponsorships)

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.

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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.

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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: 6/24/14

CITY USE ONLY	
RECEIVED BY: _____	DATE: _____

Lovington Mainstreet's Live on Love Street Concert Series Sponsorship Opportunities



Lovington Mainstreet invites you to partner with us in hosting the 2014 Live On Love Street downtown Concert Series. This free community event is an exciting opportunity to show your support for revitalizing the heart and soul of Lovington.



July 18th
The Plateros
Native American Blues
Rock trio.



August 23rd
The Mixx
Texas Blues, Classic Rock,
& Country inspired music
duo.



September 20th
Billy Pando y Lamezkla
Tejano, & Pop inspired
Contemporary Latin band.

The Following Sponsorship Opportunities exist for each concert on a first come basis:

Rockin' Victor (\$1200 & Up)

- Special VIP lounge at your choice of concert.
- Company Banner displayed at event.
- Live acknowledgement during concert.
- Named as Presenting Sponsor in ads.
- Listing as Presenting Sponsor on website.
- Acknowledgment on signs at concerts.

Blues Master (\$500 - \$1199)

- Company Banner displayed at event.
- Live acknowledgement during concert.
- Named as a Key Sponsor in ads.
- Listing as Key Sponsor on website.
- Acknowledgment on sign at concerts.

Honky Tonk Chief (\$250 - \$499)

- Inclusion in Radio advertising.
- Newspaper acknowledgment.
- Listing on website.
- Acknowledgment on sign at concerts.

Regional Leader (\$249 & Under)

- Newspaper acknowledgment.
- Listing on website.
- Acknowledgment on sign at concerts.

For more info:
(575)396-1418
www.lovingtonmainstreet.org

Choose Package & Return form to:
PO Box 1418, Lovington, NM 88260

Please email your logo to:
director@lovingtonmainstreet.org
or attach to include for ads.

Business Name: _____ **Individual Name:** _____

Address: _____ **Phone:** _____ **Email:** _____

Amount Total: _____ **Payment Enclosed:** _____ **Bill Me:** _____

Signature: _____ **Date:** _____