

PROCEDURES FOR LODGERS TAX FUNDING ASSISTANCE
FOR SPECIAL EVENTS

1. To acquire the Lodgers Tax Funding Assistance application, contact the Santa Fe Convention & Visitors Bureau (SFCVB) at 505-955-6211. Our office hours are 8:00 a.m.–5:00 p.m., Monday through Friday. The application is also available on our website www.santafe.org under contacts.
2. Enclosed are the statutes and policies of the Lodgers Tax for your review. Please read them carefully, BEFORE completing the Lodgers Tax Funding Assistance request form. This will ensure that you understand the guidelines by which the Occupancy Tax Advisory Board (OTAB) is governed. Failure to comply with any of these requests may result in your application being denied or revoked. If you have any questions about the application, you may contact the Santa Fe Convention and Visitors Bureau at 505-955-6211.
3. The organization applying must be for non-profit status (18-11,15, letter B, Santa Fe City Code) with a tax exempt status and tax identification number or umbrella under a fiscal agent on file. A letter from the fiscal agent under which the organization umbrellas must be submitted with the application along with the following qualifying documents:
 - a. **City of Santa Fe Business Registration License**
 - b. **New Mexico State Gross Receipts-Withholding Certificate (CRS-1)**
 - c. **Internal Revenue Service form 501 (C) 3, proof of non-profit status (if applicable)**
 - d. **New Mexico State Non-Taxable Taxation Certificate (if applicable)**
 - e. **Insurance policy as indicated on number 13 of this application.**
4. Please submit the Lodgers Tax Funding Assistance application, your current budget and supporting documents (including the pre-event budget breakdown), along with ten (10) copies (mailed or delivered) to the attention of the O.T.A.B. Administrator at SFCVB for review. **The application is to be completed and all attachments for support must be supplied at this time.** The application must be submitted *thirty (30) days in advance* of the next OTAB meeting. Application presentations are heard monthly. Events may be funded not more that (3) times with the exception of city sponsored events. **Any applicant failing to submit their application by the scheduled time will be required to wait until the next month to submit a funding request.**
5. Applicants are required to attend the next scheduled OTAB meeting and make a fifteen (15) minute presentation (maximum) at which their application is reviewed. Board members may ask questions and discuss the application and all aspects of the event. The OTAB meetings are conducted in compliance with the New Mexico Open Meetings Act.
6. If the OTAB Board declines a request, the applicant is allowed to request that the SFCVB place that item on a subsequent meeting agenda if further clarification or discussion is required. The Chairman of OTAB approves all requested items for the agenda, before the meeting.
7. If the applicant's request is approved by the OTAB, the CVB O.T.A.B. Administrator will draft a contract of services. This may require the applicant and the SFCVB to work together on the contract. Due to the time needed for processing the contract, it is very important that the applicant cooperate with the CVB O.T.A.B. Administrator through this process.
8. Depending on the amount of the contract, it may need to be approved by the Finance Committee of the City Council. If the Finance Committee approves it, the request will then be

forwarded to the City Council for final approval. The applicant will be provided with the dates for the Finance Committee and City Council meetings. **The applicant is required to attend these meetings, in the event that any questions need to be answered.**

9. Once the Contract has been executed it shall not be altered, changed, or amended except by a written notice to the OTAB by the applicant. The OTAB will then hear the recommendation and vote for its acceptance. An amendment to the Contract will then be prepared and presented to the City Manager and or City Council for final approval and signatures.
10. After the City has approved the contract, and the contract is fully executed and dated, a purchase order will be entered. The SFCVB will need to be invoiced as the applicant completes services for the event. **Prepare an invoice on organization letterhead for the total amount of the approved expenses and attach it to the final report. Only those costs incurred after the contract is fully executed may be invoiced for payment from the funding. The applicant will submit invoices for payment to the CVB Special Projects Manager.** Only those costs incurred after the contract is fully executed may be invoiced for payment from the funding. Payment will be submitted within fourteen (14) working days; however, the City has thirty (30) working days to complete the payment process.
11. All advertisement and promotional material for the event must state that **“partial funding was granted by the City of Santa Fe Lodger’s Tax”**.
12. The intent of funding special events from Lodgers Tax proceeds is to bring overnight visitors into Santa Fe and thus increasing tourism for the City of Santa Fe. Events must use Lodgers Tax funds **only** for advertising, promotion, or marketing that targets an audience outside of a 50-mile radius of the City of Santa Fe. Thus, increasing the likelihood that those people drawn to the event by the marketing efforts will spend at least one night at a lodging establishment in Santa Fe. The City of License for broadcast media must be outside of a 50-mile radius of the City of Santa Fe. If an event needs to attract a significant amount of Santa Fe residents, the event is encouraged to utilize Santa Fe based (or targeted) media as part of their marketing efforts, using funds from sources other than OTAB for local media and the OTAB allotment for all “out of town” advertising.

Example: Your advertising budget is \$6,000. OTAB awards your organization \$2,500. You would spend the OTAB funding amount (\$2,500) on media outside of Santa Fe and your remaining advertising budget (\$3,500) on local media.

13. The Contractor must maintain adequate liability insurance in at least the amount stated in the New Mexico Tort Claims Act (one million fifty thousand dollars) **(\$1,050,000)**. A certificate of insurance must be provided by the contractors insurance agency. It is the sole responsibility of the Contractor to comply with the law. Copy of the insurance policy must be presented with the application.
13. Contractor agrees to defend, indemnify and hold the City of Santa Fe, OTAB members, and the Convention & Visitors Bureau harmless for all losses, damages, claims or judgement, execution, actions or demands whatsoever resulting from the Contractor’s actions or inactions as a result of the event.
14. After the event, a post-event written report must be submitted to the OTAB, within the next quarter (90 days). The report will be presented to the OTAB by a ten-minute (10) verbal presentation to explain the written follow-up report at the next regularly scheduled meeting (post-event). The report must include a post event budget of expenditures and revenues. Also a descriptive breakdown of how the event directly related to produce revenue for tourism i.e. number of attendees, participants, number of room nights used in local hotels/motels, estimate of direct revenue other than room nights, next year’s plan.

15. City of Santa Fe as per the guidelines of the City Finance Department:
All reimbursement information must be categorized as per City of Santa Fe Professional Service Agreement approved budget.
- a. Original invoices must be submitted for payment processing. (Copies of invoices will not be accepted.) Invoices must be dated and paid by the event after the signed agreement date.
 - b. Vendor statements will not be accepted instead of original invoices.
 - c. Copy of cancelled checks (front & back) or signed credit card receipts must accompany invoices as proof of payment.
 - d. Copies/clippings of flyers, banners, advertisements (radio, TV, newspaper, magazine, etc.) must accompany each vendor-related invoice.
 - e. Invoice for the O.T.A.B. funding amount.

Note: The processing of your payment will be completed in a timely manner by the SFCVB staff provided you submit your information during or immediately after the event. **Keep in mind that your Professional Service Agreement with the City is a dated contract and invoices can not be paid if received after your contract is expired.**

Acknowledgement:

Please sign below acknowledgement that you have read and fully understand the preceding *Procedures For Lodgers Tax Funding Assistance For Special Events*.

Applicant's Signature

Date

Title/Position

6. Any additional information that you may find useful in order for the board to make its decision will be appreciated, i.e.: a similar event held in another city.

APPLICATION FOR LODGERS TAX FUNDING ASSISTANCE

*Acknowledgement Certificate:

State of _____

County of _____

On this _____ day of _____, 20____, I _____ certify that the information submitted for the Lodger's Tax Funding Assistance Application is a true, exact, and complete.

Acknowledger's Signature

Title/Position

Subscribed and sworn before me this _____ day of _____, 20____

By _____.

(Seal)

Notary Public

My commission expires _____

Note: This application will not be accepted without full acknowledgement.

***PRE- AND & POST EVENT BUDGET**

Name of Business/Foundation Amount Date Awarded or Anticipated Date

Specify other revenue sources contacted: _____ \$ _____

NOTE: All expensed items must be directly related to promotion, advertising and marketing.

<u>Categories</u>	<u>Description</u>	<u>Projected</u> <u>Expenses - Revenue</u>	<u>Actual</u> <u>Expenses - Revenue</u>
Newspaper	_____	\$ -	\$ -
Magazine	_____	\$ -	\$ -
Poster	_____	\$ -	\$ -
Brochure	_____	\$ -	\$ -
Radio	_____	\$ -	\$ -
TV	_____	\$ -	\$ -
Creative	_____	\$ -	\$ -
Printing	_____	\$ -	\$ -
Postage	_____	\$ -	\$ -
Direct Mail	_____	\$ -	\$ -
Production	_____	\$ -	\$ -
Web site	_____	\$ -	\$ -
Other (specify)	_____	\$ -	\$ -
TOTALS:		\$ -	\$ -

Total Hotel/Motel Rooms Filled: _____

Total Revenue generated from room sales: \$ _____ \$ _____

Total number of Attendees
- (tickets sold, registered guests, public) \$ _____ \$ _____

Total number of Participants
- (out-of-town vendors/volunteers working event) \$ _____ \$ _____

The Pre and Post Event Budget needs to be completed and attached to your final report. Your final report should include a one-to-two page summary of your event. Please note your ticket sales, number of tourists attending your event and how your event compared both to your application estimates and to the number of people attending and revenue generated at your event. Please summarize the marketing and publicity strategies used to promote your event and the City of Santa Fe. Make an honest assessment of what

strategies worked, which did not and what changes you might anticipate making if this event is repeated. You will be required to attend the next OTAB meeting scheduled after you event to present your final report.