



Lodger's Tax Board  
County of Sierra  
1712 N Date Street, Suite D  
Truth or Consequences, New Mexico 87901  
575-894-6215

## Procedure for Application, Use and Reimbursement for County of Sierra Lodger's Tax Funds

1. Organization must complete an **Application for Lodger Tax Funds** no later than seven (7) days prior to the next Lodger's Tax Board meeting. The Lodger's Tax Board will review the application to verify that the request is in compliance with New Mexico State Statutes.
2. **BENEFIT REPORT: All applications for the *current* Fiscal Year shall require a report explaining how the event will benefit the County of Sierra. This shall be provided in a report with quantitative data as to the return of investment received from Lodger's Tax funds. If this is a new event, then provide projected data.**
3. After review and rating, the Lodger's Tax Board will then make a recommendation to the City Council in writing of approval and the amount they recommend for approval.
4. If the City Council agrees with the recommendation, a contract will be signed between the County of Sierra and the Organization. ***No less than sixty percent (60%) must be spent OUTSIDE of Sierra County. In-County funds will be distributed only after the requests for Out-of-County funds are requested and paid or at the same time.***

### **For reimbursement the Organization will present the following:**

- A. A copy of paid invoices needs to be submitted with the request for reimbursement. All ordering and purchasing of advertising MUST be in the name of the Organization. (Not the City, we only reimburse funds already spent) Sixty percent (60%) of the advertising funds allocated to an organization must be spent OUTSIDE Sierra County.  
The organization will submit a sample of the advertising purchased. The ad must include the words "Paid for by County of Sierra Lodgers Tax Funds"
- B. A copy of the check, front and back, used to pay for each invoice needs to be included with each invoice submitted.
- C. Please note, requests for reimbursement must be submitted no later than **90 days after the event.** Any funds not reimbursed after 90 days will revert back to the Lodger Tax Fund.
- D. When all required documentation is submitted, it will be reviewed to verify that they are in compliance with the contract with Lodger's Tax Board rules and all applicable state statutes.
- E. If documentation is not correct, or does not meet the requirements set forth in the contract, Sierra County may reimburse the contractor partial funds.

*Reimbursement will then be made at the County's next regular check run.*



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## Application for Lodger Tax Funds

Applying organizations must be governmental entities or non-profit organizations

\_\_\_\_\_  
 Name of Organization Date of Application

\_\_\_\_\_  
 Mailing Address Contact Person

\_\_\_\_\_  
 City State Zip Telephone Number

Are you a non-profit organization? YES  NO

If YES, please give EIN# \_\_\_\_\_ and

Non-Profit Corporation Commission Authority Number \_\_\_\_\_

Amount Requested: \_\_\_\_\_

\_\_\_\_\_  
 Name and Date of Event

\_\_\_\_\_  
 Description of the Event or Activity

How many people attend this event total? \_\_\_\_\_ Number from outside Sierra County? \_\_\_\_\_

(if this is a new event use estimations and how you derived with the numbers) \_\_\_\_\_

\_\_\_\_\_  
 What are your methods for tracking your event? \_\_\_\_\_

\_\_\_\_\_



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How will the funds be used? Give a proposed budget for your advertising. (Example: radio, television, newspapers, brochures, magazines, posters and others.)

Type of Advertising: (Attach additional sheets if needed). Estimated Expense \$ \_\_\_\_\_

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If you are asking for Lodgers Tax from other entities for the same event or activity — please detail the allocation amounts to the request or the difference in requests: (for instance - \$10,000 in TV ads in El Paso — requesting \$4,000 from Elephant Butte, \$4,000 from TorC and \$2,000 from Sierra County)

How will you promote the County of Sierra and the area in conjunction with your event?

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Additional information that may be important:

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**ALL PRINTED MATERIALS THAT ARE PAID FOR FROM LODGER'S TAX MONIES SHALL INCLUDE THE WORDING "PAID FOR BY SIERRA COUNTY LODGERS TAX FUNDS".**

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For Board Use Only:

Amount to be recommended to the Lodger's Tax Board: \$ \_\_\_\_\_