

Taos County Lodger's Tax Fund Application

Deadline: March 31, 2025 by 11:45 p.m. MT

Please be sure to thoroughly read and review the full grant guidelines prior to submitting an application.

We recommend that you complete the narrative questions in a separate document prior to adding them to the form in case of an outage. You can save and return to your application before submitting if you need to step away. Text boxes that have limitations are noted with character limits.

Please be sure to have any attachments ready to upload. This may include a Fiscal Sponsor Agreement (if using a Fiscal Sponsor), a Taos County Temporary Permit (if you need a special permit to hold your program), and/or a Taos County business registration (if you need to register to do business in Taos County).

Current Timeline:

Deadline 1: Applications accepted between March 3 - March 31, 2025

Deadline 2: Applications accepted between August 15 - September 15, 2025

Only one grant per entity will be awarded per fiscal year.

Please contact Jessica Stern, Economic Development Director, with any questions:

jessica.stern@taoscountynm.gov. We welcome suggestions and feedback to make this process easier and more accessible to community groups.

Organization Information

Organization Name: (as listed on W9) *

Applicant's Mailing Address: *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

Name of Person Submitting the Application *

First Name

Last Name

Is your entity using a fiscal sponsor? *

- Yes
- No

Name of the Fiscal Sponsor

Have you informed your fiscal sponsor of this application?

- Yes
- No

Please upload a signed agreement from your fiscal sponsor accepting fiscal oversight and management of the grant funds at the end of this application.

Primary E-mail: *

example@example.com

Alternate E-mail:

example@example.com

Website:

Phone Number: *

Facility, Attraction, Event Series or Event Name *

This will be used as a descriptor in public information if funded.

Facility, Attraction, Event Series, or Event Location: *

If different from the applicant's name, please list the name and title of the primary contact for the proposal for which funds are being applied

Organization Type: *

- 501(c)3 Nonprofit Organization
- Unincorporated, Using Fiscal Sponsor (ex: community/neighborhood group)
- Business (ex: LLC, S Corp)
- Other Incorporated Entity (ex: 501(c)6 or other 501(c) status)

Date(s) of program/event (if applicable)

New Mexico CRS/GRT Number (or that of your Fiscal Sponsor): *

Format 00-00000-0-00

Federal Tax I.D. (or that of your Fiscal Sponsor) *

Format 000000000

Event Budget and Funding Request

Dollar Amount

Total Event/Project/Facility Budget

Total Marketing/Promotion Budget

Amount Requested from TCLT

Has your facility, attraction or event applied for Taos County Lodger's Tax in the past?

- Yes
- No

If yes, did you receive funding?

- Yes
- No

If yes, when?

Facility, Attraction or Event Information

Please describe your project/facility/attraction/event(s) and what you hope to accomplish. *

Please provide as much detail and information as possible, including activities, partners, what is the intended audience, expected outcomes etc.)
0/1500

How would you categorize the facility, attraction or event? *

- Arts, Culture and Entertainment
- Outdoors and/or Recreation
- Community, Neighborhood and/or Social Events
- Other

Select which of the Taos County Lodger's Tax Grant Program Goals your application supports (check all that apply) *

- Preserve the culture and heritage of Taos County
- Encourage reciprocity between tourists and local residents
- Create a positive experience for visitors/create value and pride for local residents
- Support innovation and creativity among funded programs/events/facilities
- Ensure a balance of inside and outside of County promotions

Please describe how and why your application supports the selected goals *

0/1000

Describe how success is measured for the tourist-related facility, attraction, or event(s) *

0/600

Please describe how the proposal promotes Taos County as a destination, creates a positive experience for visitors, improves quality of life for residents, and/or adds value to Taos County. *

Reference the TCLT Grant Program Mission and Vision Statements if needed0/1000

Program Participation

Participation Amount

Expected number of participants at your facility, attraction, or event (excluding volunteers and staff)

Number of expected volunteers and staff

Total expected participation

How did you come up with your audience number/expected participation? *

0/600

Budget Information

All expenses must be directly related to promotion, advertising, publicizing and marketing. Please see the grant guidelines for detailed information. All applicants who receive funding will be required to submit a report of actual expenses and include receipts and proof of payment upon completion of their project.

Please detail your projected promotional expenses:

	Description of Promotion (what are you purchasing? How many of them if applicable?)	Who/Where will you purchase from?	Projected Expense Amount in \$
Magazine	<input type="text"/>	<input type="text"/>	<input type="text"/>
Poster	<input type="text"/>	<input type="text"/>	<input type="text"/>
Brochure	<input type="text"/>	<input type="text"/>	<input type="text"/>
Radio	<input type="text"/>	<input type="text"/>	<input type="text"/>
TV	<input type="text"/>	<input type="text"/>	<input type="text"/>
Printing	<input type="text"/>	<input type="text"/>	<input type="text"/>
Direct Mail (LT funds cannot pay for postage)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Production	<input type="text"/>	<input type="text"/>	<input type="text"/>
Newspaper	<input type="text"/>	<input type="text"/>	<input type="text"/>
Social Media	<input type="text"/>	<input type="text"/>	<input type="text"/>
Website	<input type="text"/>	<input type="text"/>	<input type="text"/>
Creative/Graphic Design/Services	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other (specify)	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please provide additional detail about how you plan to use County Lodger's Tax funds, if awarded. Include target audiences, where promotions will be placed and/or focused, and any expected returns on those investments based on the goals stated earlier. Please provide any information about new or innovative approaches you plan to try. *

0/1000

Total Projected Grant Request of Promotional Expenses in \$ *

This MUST match the total expenses in your budget detail above AND your requested amount.

Do you anticipate that TCLT funds will or could be leveraged to secure other resources?

- Yes
- Not sure
- No

If yes, please list those potential additional resources

Agreements

Eligible organizations approved by the Commission to receive Lodger's Tax funds, shall be required to comply with the following accounting requirements as condition of funding:

- The entity shall keep accounts, render statements and prepare an annual financial statement for the program that was funded in accordance with accepted methods of accounting.
- The organization shall certify that the funds were duly expended for the explicit purpose of which authorized, that receipts for all expenditures are attached, and that all expenditures were authorized by the governing body of said organization.
- The organization acknowledges and fully understands that failure to comply with these requirements, and requests for accountability of funds for the Lodger's Tax Fund, will result in loss of funds.
- The Lodger's Tax Advisory Board will review all supporting documentation pertaining to the award of Lodger's Tax Funds, which must be used only for advertisement purposes.
- All organizations may be subject to audit by an agency appointed by the Taos County Board of Commissioners.

Agreement

The undersigned certifies that they have read and understand the above general conditions and that they accept these conditions and submit the attached proposal in full compliance with these conditions and the applicable proposal specifications. In submitting this proposal, the offeror represents that the offeror has familiarized themselves with the nature and extent of the request for proposals dealing with Federal, State, and Local requirements which are a part of these request for proposals. The offeror will comply with all applicable federal and state laws, local ordinances, and the rules and regulations of all authorities having jurisdiction over the services being proposed. Evaluations and financial statements are a requirement of the proposal and must be submitted in a timely manner, but no later than May 15 of the fiscal year in which the application was submitted. The deadline shall be the Friday at 5:00pm before May 15 if May 15 falls on a weekend. Failure to submit appropriate reimbursement materials and accurate evaluation statements may jeopardize future awards.

Signature

Agreement

I/We certify that I/we am/are 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 the funds were used. We will evaluate the use of funds as required and approved by Taos County, and will deliver an evaluation report to the County no more than May 15 of the fiscal year in which this application has been submitted. The deadline shall be the Friday at 5:00pm before May 15 if May 15 falls on a weekend.

Signature

Submit Application

SAMPLE