



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Events July 1, 2025 – June 30, 2026

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds from the city to make such a request through the city's application process and compliance with the City of Roswell's policies and procedures.

APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will bring out-of-town visitors to the City of Roswell and promote hotels stays. The board provides recommendation to the Finance Committee.

DEADLINES FOR FY26

1. Applications are to be submitted June 1, 2025 to July 8, 2025.
2. Applications will be considered at the Occupancy Tax Board meeting which will take place on July 15, 2025.

TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

1. **Marketing.** The items listed below are generally acceptable expenses related to advertising:
 1. *Radio, television, newspaper, billboard or magazine advertisements*
 2. *Posters, brochures, flyers, postcards, or other marketing materials*
 3. *Postage for mailing of marketing materials*
 4. *Website, Facebook, or other internet paid advertising placement*
 5. *Free T-shirts for registration participants or attendees*
 6. *Police/Security, Fire and Sanitation services are recognized as eligible expenses within the Marketing category.*
2. **Sponsorship.** Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *not acceptable expenses* unless part of a City sponsorship:

1. *Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property*
2. *Administrative, operational, or event manager costs (includes marketing firm services)*
3. *Costumes*
4. *Payments, other than placed advertisements, for entertainment*
5. *Equipment rental*
6. *Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality*
7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: 07/07/2025- via email- TJC

Please check the box for which type of funding you seek.

- ☐ Marketing, and Police/Security, Fire and Sanitation services
- ☒ Sponsorship

Today's Date: 07/07/2025

Event Name: ROSWELL SYMPHONY ORCHESTRA SEASON 2025-2026 Event Date: 2025-2026

Organization: ROSWELL SYMPHONY ORCHESTRA Event Time: _____

Event Address: 1717 W 2ND ST SUITE 205 City/State/ZIP: ROSWELL, NM 88201

Website: ROSWELLSYMPHONY.ORG Phone: 5756235882 Email: RSO.FINDIR@GMAIL.COM

Organizer: JENNIFER ZAPATA Mobile: 5754207848

Second Organizer: FRANCIS BRINK Mobile: 5755002094

EVENT DETAILS

Estimated # Attending: 2,000 Anticipated # of hotel rooms booked: 120

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 1372 # of hotel rooms booked: 120

Description of Event Logistics:

--

Sponsorship amount requested:



Permit #: _____

LODGERS' TAX FUNDING REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

☐ Check here for First-time Event

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Eligible Expense
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
Audio Ad	AudioGo	1 week before each concert	\$2500
Commercial	KOB-TV	1 month before each concert	\$1200
Billboard	Lindmark Outdoor Media	2 weeks before each concert	\$7400
Radio	Pecos Valley Broadcasting	1 month before concert	\$2000
Newspaper	Roswell Daily Record	1 week before each concert	\$1200
Programs & Po	Southwest Printers	At concert time	\$7000

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Eligible Expense
Police/Security	None	0
Fire	None	0
Clean-up/Sanitation	None	0
T-Shirts (registered participant)	None	0

TOTAL eligible expenses:	
---------------------------------	--

EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

The Roswell Symphony Orchestra (RSO) generate economic and cultural return to the City of Roswell and surrounding communities through tourism, overnight stays, and local spending related to its concert events. With four major performances planned at the New Mexico Military Institute during the 2025–2026 season, the RSO is poised to attract a broad audience of both regional and out-of-town attendees. Under the leadership of Maestro John Farrer, the RSO presents classical and contemporary repertoire that enriches the cultural life of the community and attracts visitors from across southeastern New Mexico and West Texas.

Civic and Cultural Value

Enhances Roswell's cultural profile as a destination for the arts

Encourages return visits by guests attracted to the community's vibrancy

Offers local businesses increased exposure and sponsorship opportunities

Source for detail provided: _____

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

Legacy: Serving Roswell and surrounding communities for over 60 years

Reputation: One of the most respected rural orchestras in the Southwest

Past Attendance: Typically 350–500 per concert

Support: Sustained by local donors, sponsors, and in-kind community partnerships

Educational Partnerships: Collaboration with Roswell schools and ENMU–Roswell

Award dollars previously used: \$16,812.05

Prior year attendance: 1372

of overnight room nights booked: _____

Estimated cost of service request from City Departments (not scored):

Total estimated cost of service from City Departments \$0

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

Attendance typee & transportation to Roswell: local and out-of-town

Average daily spending on food/beverage: \$75-150

Source for data provide listed above: roswell-nm.gov

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

1600

Local

300

Outside

20

% of attendance from outside of Roswell

Source for data provided: Agile Ticketing

Uniqueness of Event (30 points): What makes this event different from others?

The RSO is the only professional symphony orchestra in southeastern New Mexico. While bigger cities like Albuquerque and Santa Fe have tons of arts events, Roswell is lucky to have this incredible symphonic experience right here. For many people in the area, it's the only chance to hear live, world-class orchestra music!

Occupancy Tax Board Use Only

Return on Investment (25 points):

Historical Performance (10 points):

Other Economic Impact (25 points):

General Attendance (10 points):

Uniqueness of Event (30 points):

Total (100 points):

OFFICIAL USE ONLY

OTB Date: 7/22/2025

Finance Committee Date: 8/7/2025

Council Date: 8/14/2025

Last Day of Event:

Reimbursement Request Due Date (90 days from last day of event):