



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: 7/8/2025- 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: July 8, 2025

Event Name: Pinatafest Event Date: 09/12-13/2025

Organization: Hispano Chamber of Commerce Event Time: 12PM + 10AM-9PM

Event Address: Chaves County Courthouse & Pioneer Plaza City/State/ZIP: Roswell, NM, 88201

Website: roswellhcc.org Phone: 575-910-9093 Email: mcobos@roswellhcc.org

Organizer: John Erard Mobile: 847-636-0931

Second Organizer: Alfredo Garcia Mobile: 575-317-9930

EVENT DETAILS

Estimated # Attending: estimated 10,000-12,500 attendees Anticipated # of hotel rooms booked: $((7.5k/3) \times 0.15) \times 2 = 1k$

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

of Attendees: 5,000 estimated # of hotel rooms booked: $((5k/3) \times 0.15) \times 2 = 500$

Description of Event Logistics:

The Roswell Hispano Chamber of Commerce ' s annual PiñataFest is one of Southeastern New Mexico ' s most vibrant cultural celebrations, attracting over 5,000 visitors from across the state and West Texas each year. Centered on the colorful piñata, the festival blends tradition, entertainment, and entrepreneurship into an unforgettable family experience. Highlights include live music, folklórico dancing, piñata competitions, artisan markets, and performances by mariachi and dance troupes. Families enjoy interactive exhibits, a childrens piñata break zone, and diverse local food vendors. For 38 years PiñataFest has promoted tourism, celebrated Hispanic heritage, and supported small businesses through vendor opportunities and heightened visibility. With strong brand recognition and growing out-of-town interest PiñataFest is poised to evolve into a premier regional destination festival—boosting the tourism economy while honoring the rich diversity that makes Southeastern New Mexico unique.

Sponsorship amount requested:	\$20,000
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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
Digital Marketing	Facebook, Instagram, YouTube geo-targeted ads	TBD	\$8,000
Radio Ads	Markets: El Paso, Lubbock, Amarillo, Midland/Odes	TBD	\$5,000
Print Ads	Regional Hispanic publications	TBD	\$2,000
Billboards	Placement on highways into Roswell	TBD	\$3,000
PR Outreach	Press releases, media outreach, influencers	TBD	\$1,000
Contingency	Flexibility for additional ad buys	TBD	\$1,000

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	Mounted Patrol - Roswell: Police / Security	\$5,000
Fire	Fire and Safety Sinage, First Aid Station, EMT's	\$2,500
Clean-up/Sanitation	ShinyBoyz - Artesia: PortaPotties	\$5,000
T-Shirts (registered participant)	Anaya Printing - Roswell: Promotional T-Shirts	\$7,500

TOTAL eligible expenses:	\$20,000
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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.

1. Attendance Projections

With robust funding and event alignment, we anticipate a Facebook reach of 800,000 – 1 million impressions plus:

Baseline conversion (normal conditions): 0.5 – 1.0% 4,000 – 10,000 attendees

Air Races synergy: Estimated 25% uplift 5,000 – 12,500 attendees

Conservative estimate: 5,000 / Target central rank: 7,500

2. Lodging Impact

Target Out of Towners 1,125 Room Nights (2 people per room) 563 Total Revenue at \$120 per night \$67,560

3. Restaurant Sector Impact

Assuming 40% of out-of-town guests (OOT) dine locally for at least one meal at ~\$20/person:

Conservative (750 OOT): 300 diners \$6,000 / Target (1,125 OOT): 450 diners \$9,000

4. Fuel & Travel Costs - For out-of-town vehicle travel at 5 gal/day:

General attendees - Avg round-trip 200 mi @ 25 mpg ~\$48 per vehicle × (750 attendees/2) 375 vehicles \$18,000

Total travel fuel impact: Conservative: \$28,000, scales to \$56,000 in optimistic scenarios.

Source for detail provided: _____

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

Estimates:

The PinataFest has consistently drawn approximately 5,000 attendees.

In the past we estimate that approximately 15% of attendees have been from over 100 miles out of Roswell so approximately 750 are considered to be out-of-towners (OOT).

We estimate that they stay for one night and that there are 2 persons per hotel room.

So:

Award dollars previously used: None

Prior year attendance: 5,000

of overnight room nights booked: Estimate: 750/2 = 375 overnight room nights booked

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

RPD Traffic Control - \$190.00

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

Restaurant Sector Impact:

Assuming 40% of out-of-town (OOT) guests dine locally for at least one meal at ~\$20/person:

Conservative (750 OOT): 300 diners \$6,000

Target (1,125 OOT): 450 diners \$9,000

Optimistic (1,500 OOT): 600 diners \$12,000

Estimated Shopping & On-Site Spending Impact

Assuming a per-person spend of \$10 – \$20 at vendor booths, merchandise, food stands, and promotional item purchases:

Attendance Avg Spend Total Spending

Conservative 7,500 x \$10 = \$65,000

Optimistic 7,500 x \$20 = \$150,000

Average 7,500 x \$15 = \$112,000

Attendance typee & transportation to Roswell: _____

Average daily spending on food/beverage: Target (1,125 OOT): 450 diners \$9,000

Source for data provide listed above: American Planning Association visitor impact models

