



LODGERS' TAX FUNDING APPLICATION

Received Date: REVISION-7/8/25

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

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

Today's Date: 7/9/25

Event Name: Eastern New Mexico State Fair Event Date: 7/9/25

Organization: Eastern New Mexico State Fair Event Time: M/S 12-10pm, T-Th

Event Address: 2055 SE Main St City/State/ZIP: Roswell NM 88203

Website: enmsf.com Phone: 5756239411 Email: leslie.enmsf@yahoo.com

Organizer: Leslie Robertson Mobile: 5759108012

Second Organizer: Adriann Ragsdale Mobile: 5756268044

EVENT DETAILS

Estimated # Attending: 41,500 Anticipated # of hotel rooms booked: 1,000

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

of Attendees: 41,242 # of hotel rooms booked: 895

Description of Event Logistics:

The Eastern New Mexico State Fair has been an annual event in Chaves County for over 100 years. This event begins with the parade on Monday, followed by five days of agricultural events, arts and crafts displays, a ranch rodeo competition, food and goods vendors, and a carnival. The Fair operates Monday through Saturday. The mission of ENMSF is to educate as well as entertain patrons from all over the region. In addition to live music from a variety of genres, performances from local groups, and contracted variety entertainers, ENMSF also showcases non-profit organizations and community resources. ENMSF hosts school groups for field trips, unique activities for our senior citizens, and exclusive access for individuals with special needs.

Sponsorship amount requested:	76,610.00
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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
Newspaper	Roswell Daily Record	August-September	2500.00
Website Ads	GateOne Web	August-October	500.00
Radio	Pecos Valley Broadcasting	August-October	5000.00
Postcards	Simply to Impress	August	500.00
Postage	USPS	August	350.00
Billboard	Tyler Carter/Newman	August-October	2000.00
Radio	Radio Amigo	August-October	750.00
Radio	Walton Stations	August-October	2,010.00

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	SCP Security, parade barricades, cones 110 officer hours	45000.00
Fire		
Clean-up/Sanitation	Parade trash, Starr Janitorial, Lore's Cleaning, Quality Janitorial, TNT Portables	38000.00
T-Shirts (registered participant)		

TOTAL eligible expenses:	\$96,610.00
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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.

The Eastern New Mexico State Fair has participants and entries from all 33 counties in New Mexico. Youth participate with their art and agricultural projects and individuals of all ages enter arts, crafts, baked and canned goods, and produce.

The parade averages 100 entries of floats, bands, and businesses to entertain the crowds who begin lining up hours before the parade begins.

ENMSF vendors hail from over 60 zip codes outside of Chaves County and all utilize local lodging. Numerous judges are brought in from out of town for agricultural and home economics competitions. Families of the livestock shows travel from all over the state to stay for the 5 day youth competitions. Historically, the fair books anywhere from 500-2,000 hotel rooms/rentals/RVs for exhibitors, visitors, entertainers, and judges.

Source for detail provided: survey cards, vendor contracts, parade entries

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

2024: \$35,213.10 awarded, 41,242 in attendance, 895 rooms
2023: \$38,908.11 awarded, 42,523 in attendance, 2,542 rooms
2022: \$24,249.93 awarded, 42,206 in attendance, 2,676 rooms
2021: No dollars awarded to organizations in 2021
2020: Covid, no event
2019: \$40,000 awarded, 48,302 in attendance, 800 rooms
2018: \$36,750 awarded, 46,202 in attendance, 665 rooms

Award dollars previously used: \$35,213.10

Prior year attendance: 41,242

of overnight room nights booked: 895

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

Sanitation
Barricades
Sand Bags
Signage
Officers
\$14, 977.91

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

92% dines locally 87% purchased fuel 83% shopped in local stores
Local business vendors indicated they benefit from showcasing their goods or services at the fair, they also purchase supplies for their booths during fair week.
Livestock families purchase feed and equipment from Roswell Livestock, Big R, Paul's Vet.
Trophies are purchased locally through CRM.
The bulk of our security is provided by local company, SCP.

Attendance typee & transportation to Roswell: Personal vehicles, Airlines

Average daily spending on food/beverage: \$200

Source for data provide listed above: survey cards

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

We typically average between 6,000 and 7,000 on grounds each of the six days of the fair. People come from every county in New Mexico along with many others from Texas, Colorado, California, and some from Mexico. Children under the age of 3, Veterans, and First Responders are provided free entry.

38,857 Local

1,397 Outside

3.5 % of attendance from outside of Roswell

Source for data provided: survey cards

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

The Eastern New Mexico State Fair is a one of a kind event that has been going strong in the Roswell area for more than 100 years. This six day event welcomes participants and guests from all over New Mexico and the surrounding areas. ENMSF takes pride in its events and strives to provide a safe and fun experience for patrons of all ages. There are special events that encourage participation of all ages and interests: concerts, carnival rides, magic shows, animal exhibitions, arts and crafts displays and contests, health fairs, a rodeo, and baking opportunities. ENMSF is careful in selecting entertainment options to ensure there is a diversity of music genres represented along with entertainment acts for the whole family. Many people visit the fair for the food trucks alone. There are of course the standard fair options: funnel cakes, turkey legs, giant corn dogs but there's also always new culinary experiences like smothered sweet potato fries, crayfish, and stuffed grape leaves. The Commercial Building houses 100 booths of vendors, first responders, non-profit organizations, and political organizations. The junior livestock events and exhibits allow youth from across New Mexico a place to show their animal projects and potentially earn significant funds at the Junior Livestock Sale. These funds go towards college or the following year's projects.

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: _____ Finance Committee Date: _____ Council Date: _____

Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____

