



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: 7/8/25- 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: 06/08/2025

Event Name: Roswell Daily Record's Roswell Incident Aerial show Event Date: 07/03/2026

Organization: Roswell Daily Record Event Time: 9:00 pm

Event Address: Downtown Roswell City/State/ZIP: Roswell

Website: rdrrroswellincident.co, Phone: 575-703-5180 Email: saralei@rdrrroswellincident.com

Organizer: SaraLei Fajardo Mobile: 575-703-5180

Second Organizer: City of Roswell Mobile: _____

EVENT DETAILS

Estimated # Attending: information data not available Anticipated # of hotel rooms booked: _____

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

of Attendees: information data not available # of hotel rooms booked: _____

Description of Event Logistics:

Partner with the City of Roswell for an Independence day Aerial show. An Aerial Spectacle is a visually stunning drone light show designated to draw locals and visitors alike for an unforgettable evening of entrainment. Utilizing state-of-the-art drone technology, the event features hundreds of synchronized, LED-equipped drones performing choreographed aerial displays set to music. The show highlights regional culture, landmarks and themes through innovative sky-base story telling.

The event is family-friendly, free to the public and held in an open outdoor venue to encourage wide attendance and maximize tourism impact. Complementary attractions- such as Main Street Roswell's live music, local food vendors, UFO Museum, and Galaticon, will enhance the visitor experience and extend overnight stays. that is free to the public, that will be located in Downtown Roswell.

Sponsorship amount requested:

20,000.00



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
	Will be covered in advertisng/marketing request		

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		
Fire		
Clean-up/Sanitation		
T-Shirts (registered participant)		

TOTAL eligible expenses:	
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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.

This is the biggest tourism event of the year for Roswell, and we are a large part of it. We have participated in the planning and the execution of the event as an equal partner to the city, MainStreet, and the UFO Museum. We are asking for assistance to market our events and the free sponsored events to encourage tourism and make the visitors happy with alternative activities and fun, free events. The UFO Festival attendance is estimated at 20,000 by MainStreet over the three days including the direct counts of attendance of the UFO Museum at 9,123 and the Galacticon at 2974. MainStreet reports the following Information provided by Main Street America, via PacerAI: from June 30 - July 2, 2023 visitors over these 3 days were about 45,000 with a total of 56,400 visits meaning one out of four visitors came to the district 2 out of the 3 days of the festival (in Pacer data, each "visitor" can only "visit" once per day, so averaging 1.25 visits in a three-day period can only mean that some people were repeat visitors two or three, out of the three days.) 33 hotel nights were utilized by UFO/AlienFest entertainment. Hotels reported an occupancy rate of 45% to 100% during the weekend.

Source for detail provided: _____

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

2025 Joint Advertising Budget:

Local Newspaper:	Full page ads for UFO Festival Events	\$2400	
	1/2 page ads for UFO Festival Events	1750	
Digital Billboard	30 days	1200	ToTal inc tax = \$6636
On-line Website ads	30 days	800	
Radio Advertising	7 regional radio stations	\$2000	
Billboard	in Roswell	\$689	inc tax
Printed Signage	Galacticon & UFO Car	\$432	inc tax

Award dollars previously used: 20,000.00

Prior year attendance: 2024 UFO Festival Attendance estimated by Mainstreet at 20,000 - Convention Center - ap 3504

of overnight room nights booked: 2024 hotel nights for Galacticon - 45; nights for RDR - 12 plus visitor bookings

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

Co-sponsor of the City of Roswell

2024 figures are presented because 2025 statistics were not available by the Lodgers Tax Request deadline of 7/8/25.

in 2024, Mainstreet Roswell reported the following:

City Personnel - \$30 per hr x 5 x 5hrs = \$750

Emergency Personnel - \$55 per hr x 6 x 5hrs = \$1650

Barrels - 10 x \$2 = \$20

Barricades - 10 x \$10 = \$100

Warning Signs - 15 x \$10 = \$150

Cones - 45 x \$2 = \$90

Galacticon and RDR did not receive security or clean-up from the above services at the convention center which were included in the facility rental fees; but were part of the UFO Festival weekend.

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

We are positive that our involvement was important to the variety of events and activities offered the visitors to the UFO Festival weekend. The event is well attended due to this variety and the unique events we provide.

Among them are the free patriotic aerial Drone Show sponsored by the Roswell Daily Record and the City. This amazing display drew a huge crowd to the heart of the city to view the show. RDR also provided a newspaper supplement for visitors with details, bios and business information for the locals and tourists alike.

With the higher numbers of visitors, the overall economic impact of the UFO Festival and our events are greatly increased. This includes lodging, restaurants, entertainment locations and local merchants. This is a win for Roswell!

Attendance type & transportation to Roswell: Locals, Tourist via automobile and air transport

Average daily spending on food/beverage: \$100-\$200

Source for data provide listed above: 2024 Survey Monkey results provided by Mainstreet

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

2025 results and attendance figures are not available for the LT deadline of July 8, 2025. We will use 2024 data where necessary. Data should be available in time for the OTB meeting.

The 2024 UFO Festival attendance was estimated at 20,000 over the three days including the direct counts of attendance of the UFO Museum, 9,123 and the Galacticon 2974.

MainStreet reported the following Information provided by Main Street America, via PacerAI: Last year from June 30 - July 2, 2023 visitors over these 3 days were about 45,000 with a total of 56,400 visits meaning one out of four visitors came to the district 2 out of the 3 days of the festival (in Pacer data, each "visitor" can only "visit" once per day, so averaging 1.25 visits in a three-day period can only mean that some people were repeat visitors two or three, out of the three days.) 33 hotel nights were utilized by UFO/AlienFest entertainment. Hotels reported an occupancy rate of 45% to 100% during the weekend.

10,000 Local

10,000 Outside

50 % of attendance from outside of Roswell

Source for data provided: Survey results by Mainstreet

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

The name 'Roswell' is known to the world for its UFO and Alien connection. We see that this is the hook for tourism and interest that boosts the economy of our community.

We are positive that our involvement was important to the variety of events and activities offered the visitors to the UFO Festival weekend. The event is well attended due to this variety and the unique events we provide. Among them are the free patriotic aerial Drone Show, the indoor vendor hall with outstanding sci-fi genre collectibles, art and authors row the two rooms of gaming tables for that huge demographic, and the attractions such as the Internet sensation "Flying Saucer Car" that was a huge success. All of this combines to keep the visitor in town longer and coming back next year.

With the higher numbers of visitors, the overall economic impact of the UFO Festival and our events are greatly increased. This includes lodging, restaurants, entertainment locations and local merchants.

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): _____