



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 7, 2025

Event Name: Roswell Galacticon, Part of the UFO Festival Week Event Date: July 2-5, 2026

Organization: Roswell Galacticon Event Time: 9am-7pm each day

Event Address: Downtown Roswell City/State/ZIP: Roswell NM 88201

Website: RoswellGalacticon.com Phone: 575-626-2640 Email: condor@dfn.com

Organizer: Elaine Mayfield Mobile: 575-626-2640

Second Organizer: _____ Mobile: _____

EVENT DETAILS

Estimated # Attending: in 2024 - 3000 (CURRENTS NA) Anticipated # of hotel rooms booked: 60

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

of Attendees: in 2024 - 3000 # of hotel rooms booked: 50

Description of Event Logistics:

We are requesting sponsorship of free to the public attraction(s) to be held outside of the Galacticon facility to draw people to all areas of the UFO Festival footprint. We will provide an appropriate and family friendly attractions for all ages. It will be open during the Galacticon hours and overseen by the Galacticon Director. This will be the 3rd year we have requested sponsorship and received it in both previous years.

Sponsorship amount requested:

8000



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
	SPONSORSHIP ITEMS - Free attractions		
Attraction #1	UFO Car - 1/2 Sponsorship (wRoswell CofC, KAG)	Free display outside Galacticon Hall	3750
Hotel Room	UFO Car - 4 nights Hotel (1 rooms for 4 nights)	Based on estimate of \$125 per night	500
Hotel rooms-1	Frank Renda and his Working Droids- hotel & fee	Free display shared with the Museum	825
Hotel rooms-3	501st Stormtroopers (3 rooms for 3 nights)	Free display and walking downtown	1125
Portion of Fee	My 25% of fee for Special Guest TBD	in 2025, it was for Tyrone Vaughn	1800
	These are projected participants, final groups		
	would be agreed with administration		
		Total of above expenditures	8000

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:	<u>8000</u>
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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.

As we know, the convention center was unavailable this year for Galacticon and the RDR. We were lucky that the Roswell UFO Museum was able to rent us the La-Z-Boy portion of the Property they bought recently. Though half the size we usually fill, it served us well and we had a good event. 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, Roswell Daily Record and the UFO Museum. We are asking for assistance to free sponsored events to encourage tourism and make the visitors happy with alternative activities and fun, free events. These include the UFO Car which has been an Internet sensation that the crowd and the social media watchers love. We are asking for funding half of the hotel rooms for the 501st Stormtroopers and the Ghostbusters as they do not charge a fee and finding rooms can be difficult. By providing lodging they can continue to provide fun, family entertainment free to the public. We are also including an amount for a special guest to be determined

Source for detail provided: _____

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

The Galacticon attendance was about 3,000 though we have not been able to get the final numbers in this very short time period. Last year, we were awarded \$10,000 for a playground/water park and the Universal Hall for free workshops and talks but due to the centers use for FEMA following the Ruidoso fires we were only able to have the play area and two talks in the lobby. We used \$7473 for that and returned the rest. Security was furnished by the UFO Committee so we returned the funds for that amount as well.

Award dollars previously used: \$7473

Prior year attendance: 2974 in 2024

of overnight room nights booked: 45 hotel nights were blocked and filled in 2024; plus those individually booked

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

The staff at the Roswell Convention Center in 2024 were outstanding and helped in every way. City services were provided as part of the rental fees we paid. Everything else was handled by the Galacticon Crew of seasoned volunteers. They stepped up as well this year in the La-Z-Boy Hall from start to finish. We did not utilize city services this year.

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 in downtown Roswell. The event was well attended due to this variety and the unique events we provide. Included were all the usual activities including the indoor vendor hall with outstanding sci-fi genre collectibles, the two rooms of tabletop and role-playing games for that huge demographic, and the attractions such as the Internet sensation "Flying Saucer Car" that was a huge success. 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 typee & transportation to Roswell: Generally by auto
Average daily spending on food/beverage: \$100-\$200
Source for data provide listed above: Survey Monkey results by MainStreet for 2024 (2025 numbers are not ready)

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. We were very happy to note that we had 33% of the number of counted visitors to the UFO Museum at 9,123. These are substantiated with admission records.

est. 1000 _____ Local
est. 2000 _____ Outside
67% _____ % of attendance from outside of Roswell

Source for data provided: survey estimate

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. We have the only indoor vendor hall with outstanding sci-fi genre collectibles, art, authors...and air conditioning! The two rooms of gaming tables provided tabletop and role playing games every hour for that huge demographic. The highlight attraction, once again, was the internet sensation "Flying Saucer Car" that was driven to Roswell from Indiana with a huge sign saying "Follow us to the UFO Festival in Roswell NM". We had many visits over the three days from the 501st Legion of Stormtroopers and the Ghostbusters groups that thrilled the crowds. We shared Frank Renda and his working Droids, think R2D2!, with the UFO Museum and people ran to take pictures with them as hey seemingly moved about on their own. The Galacticon is truly a SciFi Con with a UFO twist. There is nothing like it!

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Occupancy Tax Board Use Only

Return on Investment (25 points):	_____	General Attendance (10 points):	_____
Historical Performance (10 points):	_____	Uniqueness of Event (30 points):	_____
Other Economic Impact (25 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): _____