



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: UFO/ AlienFest Event Date: July 2 - 4, 2026

Organization: MainStreet Roswell Event Time: 6am - 11pm

Event Address: Main Street from 6th St. to Alameda Ave. City/State/ZIP: Roswell, NM 88202

Website: www.mainstreetroswell.org Phone: 575-914-8017 Email: director@mainstreetroswell.org

Organizer: Barbara Gomez Mobile: 575-626-8033

Second Organizer: Peggy Seskey Mobile: 575-208-8238

EVENT DETAILS

Estimated # Attending: 20k Anticipated # of hotel rooms booked: 85%

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

of Attendees: 20k # of hotel rooms booked: 85%

Description of Event Logistics:

Use of the following locations:
Chaves County courthouse on the E, 400 block of Main Street
Pioneer Plaza, W, 400 block of Main Street
DeBremond parking lot at 1100 W. 11th Street
Street closures for event:
Main Street - 6th, 5th, 4th, 3rd, N. 1st, S 1st, Walnut and Alameda Avenue including cross streets to Richardson Avenue & Virginia Avenue. 2nd street will not be closed to East & West bound traffic.
Street closures for parade - Grand Avenue, College Avenue, Main & 13th, 12th, 11th 10th 9th, 8th, 7th, 6th, 5th, 4th, 3rd & 3rd Street.

Sponsorship amount requested:

\$100.000



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
Posters, Flyers,	Southwest Print / or other printer	April 2026 - June 2026	6,000
Newspaper	Roswell Daily Record	June / July 2026	2000
Magazine	Roswell the Magazine	April / June 2026	2000
Social Media	FB, Google, Instagram, webpage, YouTube	April - July 2026	2000
Radio	Majestic Radio & area stations	April - July 2026	10,000
4 imprint	Swag items for scavenger hunt giveaway bags	July 2026	3,000

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	Crusader Protective services / street barricades	6000
Fire		
Clean-up/Sanitation	Roll-offs/ Porta potties/ sanitation	6500
T-Shirts (registered participant)	Anaya Prints / Moon Man printing (100) / Volunteer t-shirts	2000

TOTAL eligible expenses:	39,500
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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.

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.) No Main Street America PacerAI available for 2024 as of this report.

International UFO Museum reported a total of 8,683 for the 4 day weekend. Thursday, 784, Friday, 2,712, Saturday, 3,540, Sunday 647. Reported a 13% decrease in count but a 2.4% increase in sales. Survey Monkey surveys were utilized in the MSR district - survey results were not available at the time of this report.

Analytics: Gender 49.65% male, 50.60% female

Source for detail provided: Survey Monkey, IUFO Museum, Blip

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

2024 - UFO was awarded \$100,000 for Advertising

2024 - MainStreet Roswell was awarded a City of Roswell sponsorship of \$60,000 to be used for overall festival entertainment and other activities not covered under City of Roswell Lodger's Tax policy.

2025 - Lodger's Tax - event was awarded \$20,000

2025 - City of Roswell Sponsorship - \$50,000

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.)

26 hotel nights were utilized by the festival. Hotel reported an increase in occupancy rate.

Award dollars previously used: \$60,000

Prior year attendance: 20K

of overnight room nights booked: 85%

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

City Personnel - \$30 per hr x 5 x 5hrs = \$750 / Emergency Personnel \$55 per hr x 6 x 5hrs = \$1650
Barrels - 10 X \$2 each = \$20 / Barricades \$10 x 10 = \$100 / Warning signs \$10 x 15 = \$150 / Cones \$2 x 45 = \$90

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

Gross receipts tax was generated as a direct result of people coming to the event.
With approximately 58% percent spending \$100-\$200 on food & beverages, 21% spending \$200-\$300, 13% spending \$400+ on food & beverages. Hotels reported an occupancy rate of 45% to 100% during the weekend.
Merchants in the Main Street district reported increases in sales from 5% to 20%
Restaurants in the district reported increase in sales due to traffic.

Attendance typee & transportation to Roswell: Tourist & locals/ cars/ flight

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

Source for data provide listed above: Survey QR code

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

Approx. 20,000 attendees. Tourists visited the UFO Museum and were counted, many took the Survey Monkey accounting for approximately 10,000 people. Many locals attended but did not take surveys which accounted for approximately another 10,000 visitors for the weekend.

International UFO Museum reported a total of 9,123 for the 3 day weekend. Day 1 - 2,829, Day 2 - 3,570, Day 3 -2,724. Survey Monkey surveys were utilized in the MSR district. Surveys were not available by July 8, 2025.

Analytics: Gender 49.65% male, 50.60% female

10000

Local

10000

Outside

50%

% of attendance from outside of Roswell

Source for data provided: Surveys

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

Roswell is known for the UFO / AlienFest event. This event and Roswell are known statewide, nationally and internationally as the UFO Capital of the world. This was evident in the number of people who attended and the number of local and national news stations that covered the event from the Alien car to the UFO Parade. It was great to the see the City of Roswell embrace the event and get in on the fun from merchants decorating their windows, wearing costumes and inviting the overall public to have a nice cold drink of water. Pets were not left out with the annual Pet Costume contest held by the Galacticon to merchants putting out water on the sidewalk to hydrate our furry friends. Working collaboratively, the IUFO Museum, MainStreet Roswell, Roswell Galacticon, Roswell Daily Record, Roswell Miniature Museum, Roswell Museum and the City of Roswell we were able to provide a unique experience that captured the essence of aliens and UFO's with a 7 block street festival, 2 stages, kid friendly fun such as the foam party, water slide & blow-ups in the Main Street district. This year we added a car show and corn-hole competition. The Galacticon and Roswell Daily Record provided world renowned speakers, vendors, hosted the Alien Car & sponsored the Drone Show, in coordination with the City of Roswell. Roswell Miniature Museum hosted the community created Trekstar installation using recycled materials.

This event is unique due the collaborative nature of the event that makes it out of this world event!

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: 7/22/2025 Finance Committee Date: 8/7/2025 Council Date: 8/14/2025

Last Day of Event: 7/5/2026 Reimbursement Request Due Date (90 days from last day of event): 10/5/2026