



Town of Red River
P.O. Box 1020
Red River, NM 87558

Request for Proposal

Overview

The Town of Red River is accepting proposals for the use of lodger's tax funds for special events for the time period July 1, 2011 through June 30, 2012.

Submission Requirements

Completed and signed submissions are due by 4:00 pm on May 2, 2011. One original and eight copies must be submitted to Georgiana Rael, Town Clerk, 100 E. Main Street, Red River, NM 87558. Incomplete submissions may be ruled invalid.

Proposals must include the following sections:

Cover Letter

- A cover letter signed by the authorized official of the organization summarizing the request for funds.

Funding

- Describe in detail what you are requesting funding for. Be specific: advertising (print, radio, billboard, online, etc) music, insurance, security, etc. If applying for multiple events you must include a narrative description for each event.
- How are you contributing to the cost of your event(s)?
- Attach additional budget sheet(s) with expenses and revenues from the last year the event(s) were held, along with a budget sheet with your actual expenses from the three years prior and the projected budget for this year.

Advertising and Promotion

- How are you going to advertise and promote your event(s)?
- Describe your target demographic (age, household income, home town). How did you come up with this information?

Benefit to the Town

- How many people do you expect your event(s) or organization to bring to town? Please **be specific** and explain how these figures were calculated.
- How do you plan to encourage overnight stays during your event(s)?
- Describe in detail how you will encourage attendees to visit local businesses.

History

- Please give attendance figures for the past three years for the event(s) you are applying for and describe how that number was arrived at.
- Has attendance at your event(s) increased or decreased? Why?
- Describe any lessons you have learned. What will you do differently?

Once your organization receives notice of an award you must present a budget of how your lodger's tax funding will be used no later than six weeks prior to your event(s). This budget is subject to approval by the Economic Development Director. Any change to your budget must be submitted in writing to the Economic Development Director.

Any change to your event(s) after the proposal has been approved and your award has been determined will invalidate your award. Changes must be approved by the Economic Development and Lodger's Tax Committees.



Town of Red River
P.O. Box 1020
Red River, NM 87558

Guidelines for Special Events Funding through the Town of Red River

Statement

The Town of Red River's special event objective is to promote, publicize, and advertise tourist related events within the municipality, which result in direct economic benefits for the Town. Funds will be available for organizations or individuals wishing to promote Red River through special event(s).

- Non-profit groups may ask for up to \$5,000 per event.
- Individuals or groups associated with a private business may ask for up to \$2,500 per event.
- Event funding may decrease or cease over succeeding years.
- Special consideration will be given to groups that wish to promote events lasting longer than one day to encourage overnight stays.
- The Town of Red River is exempt from all Special Events funding policies.
- Special Consideration may be given to the Red River Chamber of Commerce. The Town of Red River recognizes their main objective is to promote tourism within the Town of Red River.

Criteria

A *Special Event* must meet one or more of the following requirements:

- A planned occurrence or happening where the Town provides extraordinary services, including but not limited to sanitation services, law enforcement, traffic control, fire and/or emergency services.
- An artistic, cultural, entertainment, or amusement event, or a performance or promotional program, in the Town which may reasonably expect to draw more than one hundred (100) people in attendance on any one day. This includes spectator events such as concerts or music festivals.
- Industrial, educational, governmental or social event consisting of one or more days at which attendance is by invitation or registration only.

All funded Special Events must have an impact that benefits the Town of Red River, specifically by attracting overnight visitors to stay in Red River. Events must take place within Red River, unless determined by the Mayor, Town Administrator, Economic Development Director, or Economic Development Review Committee to have a positive economic effect on the Town of Red River. If the funded events are to be used for fund raising purposes, profits must go wholly to programs that benefit the residents of Red River.

Award Limitations

Award amounts are dependent upon funding availability, the number of proposals received, and the quality of the proposal.

The applicant must agree to provide 100% of the total eligible costs. Eligible costs will be reimbursed by the Town of Red River, pursuant to the agreement.

Eligible Expenses

Special Events funding from the Town of Red River may be used for advertising, hard costs associated with an event (music, security, insurance, and trash removal), equipment rental, printing, mailing lists, and postage (must be approved).

Ineligible Expenses

Special Events funding from the Town of Red River may not be used for commissions, trophies/awards/prizes, administrative costs, communications, travel expenses, shipping, software/hardware costs, or miscellaneous items sold for profit.

If an item submitted for reimbursement is deemed questionable by the Economic Development Director, the Mayor has final approval on its eligibility.

Requirements

In order to be considered for funding, the individual or group asking for funding will be required to meet the following qualifications and conditions prior to receiving funds:

- Submit a proposal to include a budget itemizing and projected expenditures and revenues.
- Funding request must not be the sole source of funding. Each proposal must show a 50% monetary or in-kind match for the event.
- Each proposal must meet the qualifications of a Special Event as defined in policy.
- All advertising and promotional materials using Special Events funding must include the following:
 - (a) In print advertisements and promotional materials, the Town of Red River logo must be included and clearly visible (the logo can be requested from the Director of Economic Development). In addition, the ad must say "For lodging and visitor information call 877-754-1708 or log on to www.RedRiver.org"
 - (b) In radio and television advertisements, the ad must say "For lodging and visitor information call 877-754-1708 or log on to www.RedRiver.org"
 - (c) Only the Town of Red River logo and the logo of the individual or group requesting funding may appear in any advertisement eligible for reimbursement. Any additional sponsors or logos must be pre-approved by the Economic Development Director before being placed in advertising. Additional sponsors or logos appearing in advertisements without prior approval from the Economic Development Director will not be eligible for reimbursement.
- The individual or group requesting funding must maintain adequate liability insurance. A certificate of insurance must be provided by the contractor's insurance agency. It is the sole responsibility of the individual or group requesting funds to comply with the law. Proof of event insurance must be presented to the Economic Development Director at least 7 days prior to the event.
- Financial accountability report and request for reimbursement must be submitted within 30 days of the event. Report shall include:
 - (a) A summary of event including a post event budget of expenditures and revenues.
 - (b) Copies of invoices and tear sheets, along with cancelled checks or signed credit card receipts, must be included as proof of payment.
 - (c) Copies/clippings of flyers, banners, advertisements (newspaper, magazine, radio, television, etc) must accompany each vendor related invoice.
- All required materials must be presented to the Economic Development Director for payment. Payment will be issued after invoices and tear sheets, "Post Event Evaluation," and finalized budget have been received.



Town of Red River
P.O. Box 1020
Red River, NM 87558

Special Events Funding Policy
Post-Event Evaluation

(To be detached and returned with finalized budget after the event is completed)

How many people attended your event? How was attendance calculated?

Did you do a survey at your event? Please summarize the information obtained.

How was advertising used to promote your event?

What in-kind donations/commitments were used for your event?

How did your event promote, publicize, and advertise Red River, resulting in a direct economic benefit to the Town?

Return to Economic Development Director
101 W. River Street
Red River, New Mexico