



123 Downs Drive
Ruidoso Downs, NM 88346
575-378-4422

SPECIAL EVENT FUNDING APPLICATION FROM LODGER'S TAX FUND

NAME OF ORGANIZATION SPONSORING EVENT _____

NAME OF EVENT _____ LOCATION OF EVENT _____

DATES OF EVENT _____ (An expectation of an overnight stay is required to be eligible for funding)

CONTACT PERSON _____ PHONE(S) _____

ADDRESS _____

DESCRIPTION OF EVENT _____

HOW DO YOU FEEL THE CITY OF RUIDOSO DOWNS WILL BENEFIT FROM THIS EVENT?
(logo and/or verbal mention is **required**- What other things?) _____

WHAT WAS YOUR LAST YEARS' ATTENDANCE? LOCAL _____ OUT OF TOWN _____

WHAT IS YOUR ATTENDANCE EXPECTATION FOR THIS YEAR? (Minimum for Consideration
250/Day) _____

If Different, Why? _____

WHAT IS YOUR OVERALL ADVERTISING BUDGET? _____

WHAT MEDIUMS AND WHAT AREAS ARE YOU ADVERTISING IN? _____

(Weight will be given to attracting attendees from longer distances)

REQUEST AMOUNT _____ (AWARDS CAPPED AT \$5,000)

I understand that these are public funds and that they are to be administered according to State law and City ordinances. I agree to submit a follow-up report with a financial statement within 30 days of the event and that failure to do so could result in forfeiture of the funds.

SIGNATURE OF APPLICANT _____ DATE _____