

## ARTESIA LODGERS' TAX GUIDELINES

By state statute, the primary purpose of Lodgers Tax is to advertise an event, tourist venue and/or community to attract visitors to the area for overnight stays. Lodgers' Tax funding is public money and, therefore, is given at the discretion of City Council and is subject to all applicable state and local laws. If your organization is granted funding, you must submit proper documentation in order to be reimbursed within the same fiscal year that your event occurs. Lodgers' Tax grant funding is not guaranteed year after year, and is awarded only after recommendation by the Artesia Lodgers' Tax Committee and final approval by Artesia City Council.

### **Items eligible for reimbursement**

- Advertising – must be event or venue related, meant to draw people in to the community from outside the area, preferably to stay overnight
  - Artesia Lodgers' Tax logo must be included on print advertising, including newspaper ads, magazine ads, and posters
  - Artesia Lodgers Tax tagline must be stated on radio advertising
  - Social media is an exception and does not require logo, but is appreciated, if possible
- Services related to hosting an event, such as security, portapotties, stage & sound equipment
  - Must be rental based; not allowed for purchase of equipment
- Participation in promotional events and trade shows outside Artesia area
  - Booth fee
  - Promotional materials (to include Artesia Lodgers' Tax logo)
- Promotional materials such as rack cards and brochures designed to be placed outside the community. Postage paid for materials mailed outside Artesia may be reimbursed. All promotional materials must include Artesia Lodgers' Tax logo.

### **Items NOT eligible for reimbursement**

- Promotional materials that are meant for sale
- Ads for administrative business, such as advertising for job openings, sponsor banners, thank-you ads, etc.
- Membership materials or sponsor recruitment material
- General operating expenses

Any item not specifically listed on this document that you would like considered for Lodgers Tax reimbursement can be discussed. Please call Artesia Chamber of Commerce for information or questions, 575-746-2744.

### **When submitting for reimbursement, you must:**

- Follow the terms of your letter agreement (Please keep in mind that 2/3 of your total Lodgers Tax grant award must be spent on promotional and advertising expenses.)
- Submit proof of ad placement
  - tear sheet from newspaper or magazine, or copy of other printed material or promotional items
  - radio ad copy on thumb drive
  - Printed proof of billboards, banners, etc.
  - social media confirmation email (if possible, please tag Artesia Chamber
    - Instagram: @artesiacoc
    - Facebook: @ArtesiaChamber