



The City of  
**RUIDOSO DOWNS**

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Tom E. Armstrong, Mayor

**NOTICE:** The Application for Special Event Funding has undergone some changes effective 2011. In an effort to be fair to eligible applicants, awards are now based on a ratings system. The length of an event, the expected attendance, the location of the event, and the outreach of advertising are all part of the scoring system.

Please note changes to the application. If your event is *not* geared toward an overnight stay or does *not* expect a minimum of 250 attendees, it is *not* eligible for consideration. There is a \$5000 cap on any one event.

City Councilors

Tommy Hood ~ Dean Holman ~ Rene G. Olivo ~ Gary L. Williams

P.O Box 348 Ruidoso Downs, NM 88346 ~ 122 Downs Dr ~ (575) 378-4422 ~ Fax 378-4586

[www.ruidosodowns.us](http://www.ruidosodowns.us)

CITY OF RUIDOSO DOWNS

APPLICATION FOR SPECIAL EVENT FUNDING (FROM LODGER TAX FUND)

NAME OF ORGANIZATION SPONSORING EVENT: \_\_\_\_\_

NAME OF EVENT: \_\_\_\_\_

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

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE(S): \_\_\_\_\_

DESCRIPTION OF EVENT INCLUDING LOCATION: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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 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 \$5000)

*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.*

SIGNITURE OF APPLICANT \_\_\_\_\_ DATE \_\_\_\_\_