



The City of
RUIDOSO DOWNS

Gary L. Williams, 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 ~ Judy R. Miller ~ Dale Perry

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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 _____