



## Santa Fe County Community Development Department Santa Fe County Lodgers' Tax Program

### Notice of Funding Availability

#### - LODGERS' TAX GRANT-

This Notice of Funding Availability (NOFA) is provided by Santa Fe County Lodgers' Tax Advisory Board and the Santa Fe County Community Development Department for advertising, publicizing or promoting tourist attractions in Santa Fe County.

Successful applicants shall clearly delineate how their activities are intended to increase tourism activities and visitors to Santa Fe County.

Document Type:	<b>Funding Notice</b>
Funding Opportunity Number:	<b>LTAB-APP-FY24</b>
Opportunity Category:	Discretionary
Posting Date:	<b>Monday December 4 , 2023</b>
Closing Date:	<b>Monday, December 18 – 9:00am MDT</b>
Funding Instrument:	Grant Agreement
Category of Funding:	<b>Advertising, Publicizing, Promotion of Tourism Activities</b>
Expected Awards:	Four Award Increments: <ul style="list-style-type: none"><li>• \$12,000 Awards</li><li>• \$ 8,000 Awards</li><li>• \$ 5,000 Awards</li><li>• \$ 3,000 Awards</li></ul>

Total Program Funding:	<b>\$180,000</b>
Cost Sharing or Matching Requirement:	<b>Applicants shall demonstrate how these funds will be leveraged</b>

**NOTE:** The \$12,000 Grant Awards will be considered for Organizations that exhibit that they hold multiple (two or more) events a year and/or year-round programming with matching funds of at least \$12,000 for marketing in their Application.

Term of Funding:	<b>February 2024 – December 2024</b>
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**Description:** The Santa Fe County Community Development Department and Lodger's Tax Advisory Board are seeking applications for the advertising, publicizing or promoting tourist attractions in Santa Fe County. Program funding will be available from February 2024 through December 31, 2024.

Upon completion of activities, successful applicants are required to prepare and present to the Lodgers' Tax Advisory Board outcomes of funded activities to include the number of visitors or attendees for the particular activity.

**Eligible Applicants:** Government entities and non-profit organizations, including those that engage in income-generating activity that is directly related to their exempt purpose, may apply for Lodgers' Tax Funding Assistance.

**Additional Information on Eligibility:** A program is not an eligible applicant. As defined, an eligible applicant is a government entity or a non-profit that will serve as the Fiscal Agency/Fiduciary for the program.

**Authorized Program Area:** For the purposes of this funding notice, the authorized program areas are limited to for advertising, publicizing or promoting tourist attractions in Santa Fe County.

**Eligible Activities:** For purposes of this funding notice, applications shall be limited to government entities and non-profits that have the required qualifying documents for advertising, publicizing or promoting tourist attractions in Santa Fe County.

**Supplanting:** Grant funds are intended to add to, augment, or supplement, **not replace**, resources already committed to the program activities.

**Application Procedure:** Applicants may request application information by contacting Lisa Katonak at 505-995-2761 or emailing: [lkatonak@santafecountynm.gov](mailto:lkatonak@santafecountynm.gov). All applications are due no later **Monday, December 18, 2023 – 9:00am MDT**, and shall be submitted in accordance with the procedures outlined within the application packet. All Applications must be emailed as PDF documents and must be received by **email by Monday, December 18, 2023 – 9:00am MDT** in order to be considered as an eligible application. Each applicant will receive a confirmation email certifying receipt of submittal by the County. Note: Applicants please be mindful of the file sizes that will be emailed in order to ensure the submission. No Hard copy applications will be accepted.

**Award Selection Procedure:** Upon receipt and review of each application for completeness, applications will be reviewed and ranked by the Santa Fe County Lodgers' Tax Advisory Board. All applications recommended for award will be presented to the County Commission for review and consideration.

**Notification:** All applicants will be notified in writing of their rating and funding decision no later than thirty (30) days after the date of application.

**Reporting Requirements:** All selected applicants (grantees) shall be required to submit a Final Report. Upon completion of program, all selected Grantees shall submit a Final Report and results to the Santa Fe County Lodgers' Tax Advisory Board within 60 days.

**TERMINATION:** Santa Fe County shall have the right to terminate this Notice of Funding Availability(NOFA) at any time. The terms of this NOFA are contingent upon sufficient appropriations and authorizations being made by Santa Fe County, or the Legislature of the State of New Mexico if State funds are involved. If sufficient appropriations and authorizations are not made, this NOFA shall terminate upon notice being given by Santa Fe County. Santa Fe County is expressly not committed to the expenditure of any funds until such time they are programmed, budgeted, encumbered and approved for expenditure. Santa Fe County's decision as to whether funds are sufficient for fulfillment of this Notice shall be final.

**PROPOSED SCHEDULE OF ACTIVITIES:**

The following is the anticipated schedule for activities related to the FY 2024 Lodgers' Tax Grant application:

- December 4, 2023 Public Notice and Posting of FY24 Santa Fe County Lodgers' Tax Grant
- December 18, 2023 Applications Due
- Week of December 18 2023 Grant Application Review
- January 30, 2024 Funding Recommendations Presented to the Santa Fe County Commission
- February 1, 2024 Grantee Written Notice of Selection/Non-Selection and Grant Agreements Issued
- December 31,2024 Grant Closeout (or upon program completion)