



Town of Taos  
**PRESS RELEASE**  
400 Camino de la Placita, Taos, NM 87571  
(575) 751-2002

**CONTACT:** Richard Bellis, Town Manager, [rbellis@taosgov.com](mailto:rbellis@taosgov.com), (575) 751-2002

***For Immediate Release:***

**PRESS RELEASE - AVAILABILITY OF EVENT MARKETING FUNDS**

**March 24, 2015** - The Town of Taos is accepting requests from for-profit and non-profit organizations for assistance with marketing and advertising of special events during calendar year 2015 that promote tourism and economic growth. Preference will be given to events that occur between July and December 30, 2015, although special consideration may be given to events between May 1 and June 30, 2015 that demonstrate a significant need and economic impact.

The events must take place within the town limits and must demonstrate that they will bring tourists to the community, resulting in increased Gross Receipts Tax and Lodgers Tax revenues; especially as a stimulus for hotel stays, meals and beverage sales and increased retail sales.

The applicant should identify the date(s), location and expected attendance of the event, the target audience, type of event and duration, the basis for projections of attendance and economic impact, the track record of the event sponsor, the history of the event, the event budget, other outside public and private revenues that have been or will be secured, any fees that will be charged and other information that will help the Town evaluate the impact and viability of the proposal.

The applicant should identify the proposed cost and type of advertising/marketing being proposed, geographic and demographic markets being targeted and timing of the proposed advertising/marketing.

The Town may elect to reimburse the selected applicant after being presented with proof of payment by the applicant or may elect to contract for and pay the expenses directly on behalf of the event or as part of a larger Town marketing and/or advertising campaign.

Interviews with applicants may be held to elaborate on proposals submitted and additional information may be requested. Funding will not exceed \$100,000 for the year and the Town reserves the right to fund or reject any or all proposals based on suitability and funding.

Proposals should be submitted by 4:00 pm, April 10, 2015 to the Town of Taos, in care of Sharon Voigt, Procurement Officer, [svoigt@taosgov.com](mailto:svoigt@taosgov.com), 400 Camino de la Placita, Taos, New Mexico, 87571.

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**TOWN OF TAOS GOVERNING BODY**

Mayor Daniel R. Barrone  
Mayor Pro Tem George "Fritz" Hahn  
Councilmember Judith Y. Cantu  
Councilmember Andrew T. Gonzales  
Councilmember Frederick A. Peralta

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Town Hall Hours: 8:00 a.m. to 5:00 p.m.  
Visit us on our website: [www.taosgov.com](http://www.taosgov.com)