

Lodgers' Tax application & reimbursement process

Submit
Lodger Tax Allocation Request

If approved Grant County will respond with a **Notice of Allocation** and provide a **Purchase Order**

Host event

Submit **Reimbursement Request Form** and **provide receipts** for approved items within 90 days of the event.

County will issue reimbursement check

Per Section 16 of Grant County Ordinance No. O-23-01, the Lodgers' Tax Fund operates as a reimbursement program, not a direct disbursement. Applicants must first incur and pay for eligible expenses related to tourism promotion, events, or facilities.



Lodgers' Tax Allocation request



GRANT COUNTY

NEW MEXICO

What Is Lodgers' Tax?

Lodgers' Tax is a **5% tax** charged to guests who stay in **commercial lodging** in unincorporated Grant County, such as:

- Hotels & motels
- Short-term rentals (e.g., Airbnb, VRBO)
- RV parks & trailer camps
- Guest houses, lodges, and cabins

This tax is paid by visitors, not the lodging business. Collected funds support local tourism and economic development.

How Can Funds Be Used?

Advertising, publicizing, and promoting tourist-related facilities, attraction and events.

(Per Section 4, Ordinance No. O-23-01)

Examples of Advertising, Publicizing, and Promoting

Print and Digital Media

- Newspaper, magazine, or travel guide ads
- Sponsored articles promoting local events or attractions
- Banner ads or native advertising on tourism-related websites

Online Marketing

- Social media campaigns (Facebook, Instagram, etc.)
- Google Ads or other paid search engine marketing
- Website development or maintenance for a tourism-focused site
- Email marketing targeting potential visitors

Event Promotion

- Posters, flyers, and brochures distributed in and outside the region
- Radio or TV ads promoting a specific festival, fair, or tourism event
- Billboard rentals along highways or near tourist gateways

Public Relations

- Hiring a PR firm to distribute press releases and manage media relations

Content Creation

- Production of promotional videos or commercials
- Photography or videography for tourism campaigns
- Branded merchandise or swag for promotional giveaways

Tourism Promotion Materials

- Visitor guides and maps
- Branded signage promoting historical or recreational sites
- Travel or tourism booths at expos and trade shows