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: Tourism & Marketing 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:	**Funding Notice**
Funding Opportunity Number:	**LTAB-APP-FY27**
Opportunity Category:	Discretionary
Posting Date:	**Friday, August 28, 2026**
Closing Date:	**Tuesday, September 29, 2026 - 2 PM MDT**
Funding Instrument:	Grant Agreement
Category of Funding:	**Advertising, Publicizing, Promotion of Tourism Activities**
Expected Awards:	

- $12,000 Awards
- $ 8,000 Awards
- $ 5,000 Awards
- $ 3,000 Awards

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

Total Program Funding:	**$250, 000**
Cost Sharing or Matching Requirement:	**None – however Applicants shall demonstrate how these funds will be leveraged**
Term of Funding:	**Mid- December 2026 – June 30, 2027**

Description: The Santa Fe County Community Development Department: Tourism & Marketing and Santa Fe County 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 Mid-December 2026 through June 30, 2027.

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 . All applications are due no later **than Friday, September 29, 2026 - 2 PM 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 Tuesday, September 29, 2026 at 2:00 PM 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 Board of County Commissioners for review and consideration at a Commission Meeting.

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 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.

SCHEDULE OF ACTIVITIES:

The following is the anticipated schedule for activities related to the FY 2026 Lodgers' Tax Grant application:

- August 28, 2026 — Public Notice and Posting of FY25 Santa Fe County Lodgers' Tax Grant
- Sept. 2, 2026 — Grant Q&A Lodgers Tax Grant Info Session #1 **
- Sept. 3, 2026 — Grant Q&A Lodgers Tax Grant Info Session #2 **
- August 28, 2026- September 18,2026 — Applicants may consult with Santa Fe County Tourism Staff regarding the application; requirements; questions, etc.
- September 29, 2026 — Applications Due
- Mid-October 2026 — Grant Application Review
- November 24, 2026 — Funding Recommendations Presented to the Santa Fe County Commission
- November 25, 2026 — Grantee Written Notice of Selection/Non-Selection
- Mid- December 2026- Early January 2027 — Grant Agreements Issued
- June 12, 2027 — Grant Closeout (or upon program completion prior to June 2027)

** Note: While it is not mandatory for Grant Applicants to attend a Q&A Lodgers Tax Grant Session, it is highly encouraged.