

**COUNTY OF TAOS  
STATE OF NEW MEXICO**

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**TAOS COUNTY  
ECONOMIC DEVELOPMENT**

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**PRESS RELEASE:**

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**Taos County Lodger’s Tax Grant Program Approves over \$288,000 in Funding**

Taos, NM – On Tuesday, July 2, 2024, the Taos County Board of Commissioners approved 21 funding recommendations made by the Taos County Lodger’s Tax Advisory Board (LTAB) in the amount of \$288,319.

The mission of the Taos County Lodger’s Tax Grant Program (TCLTGP) is to support tourist-related, facilities, attractions, and events within Taos County by investing in funding proposals that use advertising, publicizing and promotion to enhance the lives and journeys of locals and visitors alike; and that highlight the uniqueness of Taos County’s culture, heritage, innovation, and diversity. By State statute, funds are only available for advertising, publicizing and promotion of tourist-related events, facilities and attractions, and are made on a reimbursement basis. The LTAB reviewed each application in a thoughtful process that scores applications based on five major goal areas including: encouraging reciprocity between local residents and tourists, preserving the culture and heritage of Taos County, using innovation and creativity in promotional strategies, and striking a balance of in- and out of County promotions.

“These investments of Lodger's Tax funds reflect support for a broad range of activities and facilities across Taos County that support both our residents and provide positive experiences for visitors. We are grateful to the Lodger's Tax Advisory Board for their due diligence and to the grantees for making Taos County a great place to live, work, and visit,” said County Manager, Brent Jaramillo.

Entities may apply during one of two application cycles per year. The next open application cycle will be from August 19 – September 15, 2024 via the TCLTGP online portal.

Taos County has awarded the following fiscal year 2025 grants to the following entities:

**American Contract Bridge League District 17 - \$2,610**  
Taos Regional Bridge Tournament

**Awakening Productions - \$2,772**  
Promotion of Fiestas, 3rd Annual Senior Citizen Night, Car Shows, Denim and Diamonds Father Daughter Dance

**High Desert Entertainment LLC - \$39,000**  
She Rises Music Festival 2024 & 2025

**High Road Artisans - \$15,500**  
The High Road Art Tour

**Millicent Rogers Museum INC. - \$18,447**  
Comprehensive promotional materials

**Musich Entertainment, LLC - \$20,000**  
Taos Mesa Brewing "Enchanted Evenings: Free Summer Sounds"

**Red River Chamber of Commerce - \$18,356**  
Red River Oktoberfest

**Society of the Muse of the Southwest - \$3,000**  
Taos Storytelling Festival

**Taos Artist Organization - \$8,951**  
Taos Studio Tour

**Taos Arts Council, Inc - \$38,525**  
"Taos Is Art" Coop Marketing & Ad Campaign

**Taos Center for the Arts - \$16,243**  
Taos Film Festival (TAOSFF)

**Taos Chamber Music Group - \$5,978**  
32nd Season starting August 11, 2024

**Taos County Chamber of Commerce - \$13,350**  
Taos Plaza Live

**Taos County Fair Association Inc. - \$4,000**  
Taos County Fair

**Taos Fiesta Council - \$20,000**  
2024/2025 Fiesta de Taos

**Taos Jazz Bebop Society - \$9,614**  
2024 Frank Morgan Taos Jazz Festival

**Taos Mountain Balloon Rally Association (TMBRA) - \$15,000**  
41st Annual Taos Mountain Balloon Rally

**The Earth Oven LLC - \$5,049**  
Enchanted Feasts

**The Paseo Project - \$20,000**  
The PASEO 2024

**Mogul Medical - \$3,924**  
Medical Clinic serving tourist/visitor and locals visiting TSV

**Twirl, A Play and Discovery Space, llc - \$8,000**  
Comprehensive promotional materials

For the upcoming application cycle, eligible entities are invited to apply online only and should review the complete guidelines and FAQs prior to submitting an application. Complete details regarding the Taos County Lodgers' Tax Grant Program can be found here at <https://www.taoscounty.org/478/Lodgers-Tax-Grant-Program>.

For more information, please contact Jessica Stern, Economic Development Director at 575-737-6346 or [jessica.stern@taoscountynm.gov](mailto:jessica.stern@taoscountynm.gov)

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