

**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 \$400,000 in Funding

Taos, NM – On Tuesday, June 3, 2025, the Taos County Board of Commissioners approved 30 funding recommendations made by the Taos County Lodger's Tax Advisory Board (LTAB) in the amount of \$409,085 for the Fiscal Year 2026.

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, play 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 15 – September 15, 2025 via the TCLTGP online portal. These recently funded awards represent the first round of FY26 grants.

Taos County has awarded the following fiscal year 2026 grants to the following entities, with funds to be spent between July 1, 2025 – May 15, 2026:

Bonfires on Bent Street - \$7,848 Bonfires on Bent Street Event 2025	Taos Chamber Music Group - \$14,079 33 rd Season Concert Series
Field Institute of Taos - \$4,225 Marketing and promotion for youth summer activities	Taos County Chamber of Commerce - \$8,760 Taos Plaza Live
Heritage Inspiration Tours - \$14,901 Stargazing at the Rio Grant Gorge Bridge Tours	Taos County Fair Association Inc. - \$3,137 Taos County Fair
Kit Carson House, Inc - \$7,256 Carson House & Museum Virtual Audio Tour and Promotion	Taos County Sheriff's Posse - \$22,356 Gymkhana Series & Taos County Sheriff's Posse Rodeo
Los Rios River Runners - \$25,800 Rafting on the Rio Grande Marketing and Promotion	Taos Fiesta Council - \$19,642 Fiesta de Taos
Mogul Medical - \$8,770 Medical Clinic serving tourist/visitor and locals visiting TSV	Taos Jazz Bebop Society - \$25,620 2025 & 2026 Frank Morgan Taos Jazz Festival
Music Helps - \$23,433 She Rises Festival 2025 and 2026	Taos Land Trust - \$4,932 Promotion of 10-Year Celebration – Rio Fernando Park Day
Musich Entertainment, LLC - \$15,000 Enchanted Evenings: Free Summer Sounds	Taos Mountain Balloon Rally Association (TMBRA) - \$12,150 42nd Annual Taos Mountain Balloon Rally
Paseo Project - \$24,500 PASEO 2025	Taos Opera Institute - \$9,350 Taos Opera Institute Festival
Red River Chamber of Commerce - \$25,376 Red River Oktoberfest	The Couse Foundation - \$14,069 Mutli-Phase Marketing & Promotional Campaign
Red River Events, Inc - \$22,685 8750' Festival	The Stakeout - \$17,843 Marketing & Promotional Campaign for Destination Weddings and Sunday Series
Seconds, LLC - \$2,500 Glam Trash Fashion Show 2025	The Village of Taos Ski Valley Visitors & Conference Bureau - \$2,400 Up & Over Trail Run Weekend

Society of the Muse of the Southwest - \$5,000 Storytelling Festival 2025 & Taos Writers Conference 2026	Twirl, A Play and Discovery Space, Ilc - \$8,900 Comprehensive promotional materials
Talpa Community Center Association - \$7,942 Promoting the Talpa Community Market	Typecast NM DBA The Earth Oven - \$5,447 Enchanted Feasts
Taos Center for the Arts - \$37,000 Promotion of the Taos Film Festival 2026	Whitefeather Native Cultural Tours LLC - \$8,164 Whitefeather Native Cultural Tours

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

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