FY17 Tourism Development Grant Program
Questions?

TEXT QUESTIONS TO
505-690-8160

QUESTIONS WILL BE ANSWERED AT THE END OF THE WEBINAR

*look for helpful notes in red :)
NMTD Mission
Make New Mexico the Primary Destination for the Venturesome Traveler

* NMTD brand promise: to deliver “Adventure Steeped in Culture”
Tourism Development Division

Purpose

To assist NM communities, tribal entities, and tourism-related organizations in developing new and existing tourism products that lead to increased gross receipts taxes and greater economic development opportunities for New Mexico.
Grant Overview

The purpose of this program is to provide financial assistance in the development of new or expanded tourism initiatives that will lead to increased economic impact in New Mexico. Any New Mexico county, municipality, tribal government, or IRS designated non-profit organization is eligible to submit a proposal. Eligible entities may apply for funding between $10,000 and $50,000.

Projects should be:
• Visitor centered
• Sustainable
• Aligned with the New Mexico True brand promise
• Able to be completed by June 1, 2017

Preference will be given to projects incorporating elements of “tangible tourism” and are focused in one or more of the following areas:
• Arts & Artisans
• Cultural Heritage
• Cuisine
• Outdoor Recreation

Preference will also be given to projects able to demonstrate the ability to leverage multiple funding sources.

*Enhance visitor experience*

Partnerships = :D
Matching Requirements:

- 1:1 match is required
- Matching contributions may come from private-sector partners and must be cash (in-kind donations or volunteer hours are not eligible as a match).

Timeline:

- Proposals will be accepted on a “rolling timeline” between January 12, 2017 and May 1, 2017
- 25% of funding provided upfront following the execution of grant agreement and submitting a scope of work and action plan
- 75% of funding as reimbursement upon project completion and submission of final reports.
- All awarded funding must be expended by June 1, 2017.
- Projects unable to reach total completion by June 1, 2017 may apply for funding by restructuring the scope of work into multiple phases.

**JUNE 1**
"What are some examples of competitive proposals?"

Proposals that clearly demonstrate their project’s ability to enhance the visitor experience through sustainable product development may be eligible to receive funding.

* innovative
* sustainable
* visitor centered
Tangible Tourism

The multidimensional experience a visitor has when their senses or emotions are engaged in an activity unique to the area they are visiting.

*Watch webinar @ NMTourism.org*
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NEW MEXICO True
Ineligible Proposals

Proposals that do not emphasize their project’s ability to increase economic impact, enhance the visitor experience, prove sustainability, are not aligned with the NM True brand promise, or cannot be completed by June 1, 2017 will be deemed ineligible.

Examples of Ineligible Proposals:

- Advertising/marketing expenses (production, placement, booth space, fulfillment, design, commissions or fees)
- Public relations/media communications/FAM tours (media events)
- Strategic planning and research
- Promotional items or items for resale
- Lobbying
- Office Supplies
- Educational conferences, advocacy program and membership dues
- Travel expenses
- Employee or contractor salaries, personnel costs
- Food or Alcoholic beverages, or other non approved expenditures
Preparing for Application

- ✔ Review Tourism Development Grant Guidelines at nmtourism.org/tourism-development
- ✔ Attend or view Webinar
- Download required Think Sheet at nmtourism.culturegrants.org and submit to Grant Administrator via email for feedback
- ✔ Apply at nmtourism.culturegrants.org by May 1, 2017

Evaluation Criteria:
Required Supporting Documents
- Letters of support and financial commitments
- Cost estimate (quotes for labor, construction, and supplies)
- Detailed project budget (template)

<table>
<thead>
<tr>
<th>Project Description</th>
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<tbody>
<tr>
<td>Community or Regional Support and Impact</td>
<td>20%</td>
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<tr>
<td>Project Budget and Feasibility</td>
<td>20%</td>
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<tr>
<td>Alignment with the New Mexico True Brand Promise</td>
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<tr>
<td>Measurement and Sustainability</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td>100%</td>
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*think Sheet is my BFF <3
Where to Find Think Sheet and Required Supporting Documents

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✓ Apply at nmtourism.culturegrants.org by May 1, 2017
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Proposals will be accepted on a “rolling timeline” between January 12, 2017 and May 1, 2017, or until all of the allocated funding has been awarded.

All awarded funding must be expended by June 1, 2017.

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- Attend or view Webinar
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QUESTIONS WILL BE ANSWERED AT THE END OF THE WEBINAR NOW!!!
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Call me :)

Contact