### NEW MEXICO True

### FY17 Tourism Development Grant Program





# TEXT QUESTIONS TO 505-690-8160

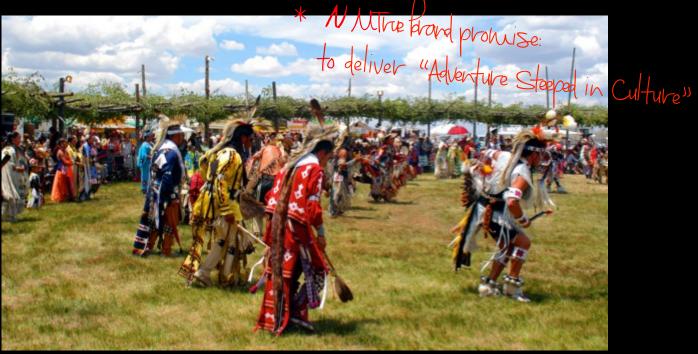
QUESTIONS WILL BE ANSWERED AT THE END OF THE WEBINAR





## NMTD Mission

Make New Mexico the Primary Destination for the Venturesome Traveler





### Tourism Development Division Purpose

To assist NM communities, tribal entities, and tourismrelated 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

kenhance visitor experiencex

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.



## Matching Requirements & Timeline

#### 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.



#### "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.





Tongible Tourism

The multidimensional experience a visitor has when their senses or emotions are engaged in an activity





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## 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

- ans could help with these needs
  - Educational conferences, advocacy program and membership dues
  - Travel expenses
  - Employee or contractor salaries, personnel costs
  - Food or Alcoholic beverages, or other non approved expenditures



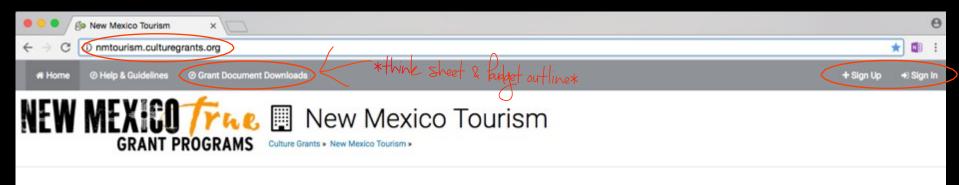
## Preparing for Application

Review Tourism. Development Grant Guidelines at nmtourism.org/	tourism-developmer
Attend or view Webinar	
Download required Think Sheet at nmtourism.culturegrants.org	and submit to Grar
Administrator via email for feedback	
Apply at nmtourism.culturegrants.org by May 1, 2017	Vinle should
Evaluation Criteria:  Required Supporting Documents  Letters of support and financial commitments  Cost estimate (quotes for labor, construction, and supplied by Detailed project budget (template)	BFF (3
Project Description Community or Regional Support and Impact Project Budget and Feasibility Alignment with the New Mexico True Brand Promise Measurement and Sustainability	20% 20% 20% 20% 20% 100%
	Download required Think Sheet at nmtourism.culturegrants.org 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 supplied Detailed project budget (template)  Project Description Community or Regional Support and Impact Project Budget and Feasibility Alignment with the New Mexico True Brand Promise



### Where to Find Think Sheet And Required Supporting Documents

- 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



#### Click "Sign In" or "Sign Up" above to view open applications!

We're here to help!

New Mexico True is making a noticeable impact on tourism in our state. With your cooperative marketing, tourism development and beautification efforts we have a more unified voice, reasons to visit and beautiful state for our residents and venturesome travelers.

Are you a municipality, tribal government or non-profit organization that could use additional funding? The New Mexico Tourism Department (NMTD) offers three grant programs to assist your efforts in the areas of Cooperative Marketing, Clean & Beautiful, and Tourism Development projects and programs.

**Grant Applications** 

Before you begin please take time to read through the Grant Guidelines and GO User roles by clicking on the Help & Guidelines link above. Additional information can be found on the NMTD Industry Partner's website at http://nmtourism.org





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  - Arts & Artisans
  - Cultural Heritage
  - Cuisine
  - Outdoor Recreation
- 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.

Review Tourism Development Grant Guidelines
Attend or view Webinar
Download required Think Sheet and submit to
Grant Administrator via email for feedback
Apply by May 1,2017





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## Contact

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