

NEW MEXICO *True*

*FY17 Tourism Development Grant Program*



**[ TRUE ]**

# Questions?

TEXT QUESTIONS TO  
505-690-8160

QUESTIONS WILL BE ANSWERED AT THE END OF THE WEBINAR

*\*look for helpful  
notes in red :)*

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# NMTD Mission

Make New Mexico the Primary Destination  
for the Venturesome Traveler



\* NMTD brand promise:  
to deliver "Adventure Steeped in Culture"

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# 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.



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# 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

*\*enhance visitor experience\**

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.

*Partnerships = :)*

# 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).

**\*\* JUNE 1<sup>st</sup> \*\***



## 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.

- \* innovative
- \* sustainable
- \* visitor centered



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# 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](http://NMTourism.org)\**



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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
- 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

*\*Other programs could help with these needs\**

# Preparing for Application

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

*\*think sheet is my BFF <3*

## Evaluation Criteria:

### Required Supporting Documents

- Letters of support and financial commitments
- Cost estimate (quotes for labor, construction, and supplies)
- Detailed project budget (template)

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Project Description	20%
Community or Regional Support and Impact	20%
Project Budget and Feasibility	20%
Alignment with the New Mexico True Brand Promise	20%
Measurement and Sustainability	<u>20%</u>
	100%

# Where to Find Think Sheet And Required Supporting Documents

- ✓  Download required *Think Sheet* at [nmtourism.culturegrants.org](http://nmtourism.culturegrants.org) and submit to Grant Administrator via email for feedback
- ✓  *Apply* at [nmtourism.culturegrants.org](http://nmtourism.culturegrants.org) by May 1, 2017

The screenshot shows a web browser window with the URL [nmtourism.culturegrants.org](http://nmtourism.culturegrants.org) in the address bar. The navigation menu includes links for Home, Help & Guidelines, Grant Document Downloads, Sign Up, and Sign In. The main content area features the New Mexico True logo and the text: "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>".

Handwritten annotations in red include:

- A circle around the URL [nmtourism.culturegrants.org](http://nmtourism.culturegrants.org) in the address bar.
- A circle around the "Grant Document Downloads" link in the navigation menu, with an arrow pointing to it and the text *\*think sheet & budget outline\**.
- A circle around the "Sign Up" and "Sign In" links in the navigation menu.

# Summary

- 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.
- 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
- 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*
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NOW!!!

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# Contact

Suzy Lawrence  
New Mexico Tourism Department  
Tourism Development Program Coordinator  
& Tribal Liaison

[Suzy.Lawrence@state.nm.us](mailto:Suzy.Lawrence@state.nm.us)  
(505) 795-0343

*Call me :)*



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