



Visit Albuquerque Tourism Grant Program Guide 2025

Investing in Albuquerque by Developing Destination Assets

ABOUT VISIT ALBUQUERQUE

Visit Albuquerque is a private, nonprofit organization that stimulates economic growth by marketing Albuquerque as a top-tier destination for leisure travel, meetings, and sporting events. Visit Albuquerque conducts advertising, media relations and digital marketing campaigns to attract leisure travelers; operates two Visitor Information Centers; and recruits sports events, conventions, trade shows and other group meetings to the city. The organization is funded primarily by fees paid by overnight guests, including the Tourism Marketing Benefit Fee and a portion of lodgers' tax and hospitality fees. It also receives almost 6% of its annual revenue from private investors, known as Partners, who pay dues in exchange for partnership benefits that promote their businesses to visitors.

Visit Albuquerque Brand Promise

Come to see different things. Leave seeing things differently.

Our "Change Your Perspective" brand promise is based on the concept that travelers not only want to see different things, but they also want to see and think about themselves and their own world in different ways through their personal travel experiences. Visit Albuquerque believes that our city offers totally unique experiences, which change how visitors see the world as well as how they view themselves and their lives when they return home. Regardless of which target audience we are reaching with our marketing messages, Visit Albuquerque celebrates these key, distinct brand attributes to fulfill our brand promise:

- History and culture, and the experiences they offer
- Stunning landscapes
- Unmatched hospitality towards all visitors
- Downtown vibrancy
- Distinctive neighborhoods
- Outdoor recreation experiences
- Exceptional cuisine

Time and time again, visitors leave our destination with gratification knowing they were part of a place that is truly unlike any other, and they are changed (for the better) because of their travel experience in Albuquerque. Visit Albuquerque's target audience are travelers, not tourists. We call them "Curious Explorers" because they are defined by their adventurous outlook on life and their desire to experience a destination on a deeper level. Curious Explorers crave authenticity, cultural richness and hands-on experiences. They don't want to just check sights and attractions off a list; they want to connect with people, traditions, flavors and landscapes in a way that leaves a lasting impression. Their key motivations for travel include cultural experiences, distinctive events, outdoor recreation, unique attractions and authentic cuisine.



ALBUQUERQUE TOURISM MARKETING DISTRICT

In 2022 Albuquerque's City Council voted unanimously to establish an Albuquerque Tourism Marketing District (ATMD). The ATMD was created under Article 63 of the New Mexico Business Improvement District Act, which allows for the formation of Business Improvement Districts. In accordance with this law, at least 51% of the lodging properties within the district boundary petitioned the Albuquerque City Council in early 2022 to create the District. At its March 21, 2022, meeting, the City Council unanimously adopted Ordinance O-22-14 to create the District, appointed a planning group, and appointed Visit Albuquerque as the management committee responsible for the operation of the District. At its May 16, 2022, meeting, the City Council ratified creation of the district with unanimous passage of Ordinance O-22-21 and approved collection of the 2% assessment beginning July 1, 2022.

The ATMD is a coalition of approximately 150 local lodging properties that have organized efforts to increase demand for overnight visitation to our city. The ATMD is funded by guests who stay overnight at lodging properties within the district. The ATMD provides additional funds to expand marketing of Albuquerque, enhance visitor services and develop destination assets. The ATMD:

- Promotes Albuquerque as a destination for leisure travel, meetings, and sports events.
- Helps Albuquerque compete against destinations with larger marketing budgets.
- Helps increase the number of overnight visitors to the city.
- Helps increase occupancy levels and room rates for the lodging establishments located within the District.
- Generates revenue for the city's hospitality industry, retail sector, and arts and cultural sectors.
- Generates tax revenue for the city, county, and state.
- Creates jobs and diversifies our economy.

VISIT ALBUQUERQUE TOURISM GRANT OVERVIEW AND PURPOSE

This year, approximately 5% of ATMD revenue will support annual tourism grants. The overarching goal of the Visit Albuquerque Tourism Grant program is to spark innovative ideas that contribute to Albuquerque's vibrancy and build new, creative visitor and resident experiences that grow a more diverse and thriving tourism economy. Investments in tourism help showcase Albuquerque's diverse cultures, authentic art and dynamic traditions, while also supporting outdoor recreational and entertainment amenities and businesses.

Grant projects should enhance the visitor experience in an effort to increase overnight stays at assessed lodging businesses. As the total number of booked rooms increases over time, the corresponding amount of funds available for projects will grow.

2024 VISIT ALBUQUERQUE TOURISM GRANT SUCCESS

In 2024 the Visit Albuquerque Tourism Grant program funded 28 projects totaling \$510K. For a full list of award recipients [click here](#).

VISIT ALBUQUERQUE TOURISM GRANT PROGRAM COMMITTEE

The Visit Albuquerque Tourism Grant Program Committee is composed of five committee members -- three Visit Albuquerque staff members, one ATMD Governance Committee member and one City of Albuquerque representative. Visit Albuquerque Tourism Grants aim to support the development of projects that build community and benefit tourism. Committee members consider the project strength of grant applications that demonstrate understanding and alignment of the Visit Albuquerque Tourism Grant Program, Destination Master Plan and capacity to increase the number of overnight visitors to Albuquerque.



2025 VISIT ALBUQUERQUE TOURISM GRANT PROGRAM TIMELINE

Tourism Grant Program Guide Released and Application Opens	May 5, 2025	
Option 1: Mandatory Info Workshops for Interested Applicants	May 8, 2025 at 11 a.m.	In – Person Register Here
Option 2: Mandatory Info Workshops for Interested Applicants	May 13, 2025 at 1 p.m.	Virtual Meeting Link
Tourism Grant Applications Due	June 4, 2025 at 11:59 p.m.	
Submissions Reviewed	June 2025	
Finalist Interviews and Project Presentations (if needed)	Mid-June	
Awards Announced	Late-June	
Funding Disseminated	July 2025	

VISIT ALBUQUERQUE TOURISM GRANT PROGRAM | 2025 FUNDING OPPORTUNITIES

Two types of grants are available through Visit Albuquerque’s Tourism Grant Program. Please review the qualifications and requirements of each grant type carefully.

INNOVATOR

Visit Albuquerque Tourism Grant Innovator applicants may apply for up to \$100,000 for project implementation. A 1:1 funding match is required for the amount requested.

Match Example: If \$50,000 in grant funds is requested, applicants must show a \$100,000 budget for the proposed project.

Innovator grants will be disbursed in three payments on the following schedule:

- The first payment equaling 1/3 of the total grant award will be disbursed upon signing of grant agreement.
- Second payment equaling 1/3 of the total grant award will be disbursed once the project is 50% complete and a mid-point report is received.
- Third and final payment equaling 1/3 of the total grant award will be disbursed upon completion of the project and a final report is completed.

INCUBATOR

Visit Albuquerque Tourism Grant Incubator applicants may apply for up to \$10,000 for project implementation.

- Two letters of support are required and should be from entities or stakeholders that will benefit directly from the proposed project.
- The 2025 grant cycle is a competitive process. Funding requests will exceed available funds.
- Incubator Visit Albuquerque Tourism Grants require two letters of support with up to \$10,000 for project implementation.
- Incubator grants will be disbursed in one payment upon signing of the grant agreement.



VISIT ALBUQUERQUE GRANT PROGRAM GRANT REQUIREMENTS

- Applicant organizations or businesses must be located in New Mexico and be registered as a federally recognized for-profit or nonprofit entity.
- For-profit entities are encouraged to consider applying for funding with a non-profit partner. Projects demonstrating collaboration between multiple community organizations of various sizes are more likely to receive grant funding. For-profit applicants without a nonprofit partner are strongly advised to research the tax implications of receiving a grant from this program.
- Visit Albuquerque reserves the right to grant lesser funding amounts than requested by the applicant.
- Funding payments may only be made to an applicant organization.
- In the event of a project scope change, grantees must notify and seek change approval from the Visit Albuquerque Tourism Grant program at Grants@VisitABQ.org.
- Grantee organizations or businesses must be in good standing and not be in violation of any state, federal, or local laws or regulations.
- Grantee organizations or businesses must publicly recognize the funding support of Visit Albuquerque by following Visit Albuquerque branding requirements and displaying our logo.
- Grantee organizations or businesses must submit a written report to the Visit Albuquerque Tourism Grant program at the mid-point and / or end of the grant period which includes a financial summary of how grant funds were utilized and demonstrates project impact on the criteria set forth in the grant award.
- If the grant application is for an event, preference will be given to events that take place between November and March, in order to encourage visitation to Albuquerque during those months.
- Preference also will be given to projects that align with priorities identified in the Albuquerque Destination Master Plan, as outlined below.

POTENTIAL PROJECT THEMES FROM DESTINATION MASTER PLAN (Including but not limited to the following)

Transportation & Connectivity

- Establishment of a neighborhood circulator shuttle system
- Capturing visitors to Santa Fe by providing additional transportation options to Albuquerque

Downtown Development & Activation

- Development of a “Convention Corridor” in Downtown Albuquerque with signage
- Implementation of beautification projects to ensure visually appealing, well-maintained and vibrant Downtown area

Route 66

- Creation of Route 66-related businesses, such as themed hotels, retro-style diners and vintage car rental services
- Infrastructure improvements along Route 66, including directional signage and historical markers

Culinary & Brewery Tourism

- Development of food trails and culinary tourism packages that highlight culinary spots in Albuquerque
- Creation of experiences such as farm tours, culinary workshops and dining events that highlight farm-to-table dining or unique Albuquerque cuisine

Outdoor Recreation

- Improvement, expansion and safety of trail network
- Creation or expansion of race events including running and cycling

Arts and Cultural Heritage Tourism

- Development and promotion of cultural packages around key signature events
- Creation of cohesive museum trail experiences
- Enhancement and expansion of cultural tourism offerings