



Visit Albuquerque Tourism Grant Program Guide 2023

*Investing in Albuquerque by
Developing Destination Assets*

Visit Albuquerque Mission

The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a destination for leisure travelers, meetings and sports events.



1. Visit Albuquerque Overview

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 about 9% of its annual revenue from private investors, known as Partners, who pay dues in exchange for partnership benefits that promote their businesses to visitors.

2. 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 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 in order 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.

3. Visit Albuquerque Tourism Grant Overview and Purpose

This year, 5% of ATMD revenue supports 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 help improve the visitor experience in an effort to increase overnight stays at assessed lodging businesses. As the total number of rooms sold and room prices increases over time, the amount of available funds for projects will increase.

4. Visit Albuquerque Brand Promise

Come to see different things. Leave seeing things differently.

Our "Change Your Perspective" campaign 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 audiences include:

Prudent Boomers (55+) are the perfect target for our culture and historical sites, our sunrises and sunsets, our distinctive architecture, our fabulous art and our incredible cuisine.

Intrepid Travelers (35-55+) travel for both leisure and business purposes and describe themselves as adventurous, outdoorsy and creative.

Friendly Families (35+) have one or more children in their household and travel primarily for leisure with interests in culture, outdoor activities and cuisine.

5. 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 THRIVE criteria and capacity to increase the amount of overnight visitors to Albuquerque.

6. Visit Albuquerque Tourism Grant Program Timeline

Tourism Grant Program Guide Released and Application Opens	March 6, 2023
Informational Workshops for Interested Applicants (Virtual)	March 13, 2023 April 3, 2023



Tourism Grant Applications Due	April 28, 2023
Finalist Interviews and Project Presentations (if needed)	May 8 - May 19, 2023
Awards Announced	June 1, 2023
First Round of Grant Program Funding Disseminated	Week of June 5, 2023

7. Visit Albuquerque Tourism Grant Program | 2023 Funding Opportunities

Innovator:

Visit Albuquerque Tourism Grant Innovator applicants may apply for up to \$50,000 for project implementation. A 1:1 funding match is required for the amount requested. 1:1 Match Example: If \$25,000 in grant funds is requested, applicants must have \$25,000 available for the proposed project. The 2023 grant cycle is a competitive process. Funding requests will exceed available funds.

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. Please note, a **total of up to six** Incubator Visit Albuquerque Tourism Grants will be awarded in the 2023 grant cycle. The 2023 grant cycle is a competitive process. Funding requests will exceed available funds.

8. Visit Albuquerque Tourism Grant Program THRIVE Criteria

Applications will be evaluated according to how projects demonstrate alignment with Visit Albuquerque Tourism Grant Program’s THRIVE criteria and the capacity of projects to increase the number of overnight visitors to the assessed lodging business and the city of Albuquerque. Preference will be given to projects operating in the city of Albuquerque that build new, innovative experiences or assets with an estimated completion date on or before March 31, 2024. Additionally, applicants that demonstrate collaboration between multiple community organizations of various sizes are more likely to receive grant funding.

- T: Tradition
In Albuquerque, there are countless customs and traditions passed down over generations that are a vibrant part of daily life.



- Identify how elements of Albuquerque’s culture, customs and traditions will come to life in the project.

- H: Hospitality
Albuquerque 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.
 - Identify how the project will deliver on Visit Albuquerque’s brand promise to: “Come to see different things. Leave seeing things differently.”

- R: Recreation
Albuquerque’s abundance of recreational activities and breathtaking landscapes offer one-of-a-kind adventures.
 - Identify how the project will either level up existing (or create new) products and assets to complement outdoor or indoor recreational activities for residents and visitors.

- I: Innovation
Visit Albuquerque Tourism Grants encourage innovative ideas that spark creativity and grow the local economy.
 - Identify how the project’s imaginative spirit and approach invests in the community and supports the growth of the local tourism economy.

- V: Vibrancy
Albuquerque's unique neighborhoods reflect its diversity, have distinctive personalities, a variety of places to stay, things to do and delicacies to eat.
 - Identify how the project will create opportunities to increase community vibrancy and engage stakeholders and residents.

- E: Experience
Visiting Albuquerque allows people to experience the authentic Southwest.
 - Identify how the project will develop authentic, exciting experiences that honor the unique multicultural history and heritage of Albuquerque.

Potential Project Types and Examples:

Project Type: Experience

Examples:

- Agritourism tours highlighting local cuisine



- Film and fan experience tours
- Programs and initiatives that promote the vibrancy of Albuquerque neighborhoods and community spaces such as hospitality ambassadors.
- Guided outdoor recreational tours connecting landscapes and historical elements
- Family-friendly programming

Project Types: Infrastructure

Examples:

- Wayfinding and signage improvements along visitor corridors and/or to attractions, trailheads and destination icons.
- Infrastructure improvements that enhance Albuquerque's competitive position to attract desirable special events year around.
- Improvements to existing venues and facilities.

Project Types: Arts and Culture

Examples:

- Local Artist and Artisan Workshops
- Programs, workshops or exhibitions that amplify Native American and Pueblo Indian history, culture and art.
- Programs, workshops or exhibitions that amplify Hispanic history, culture and art.

9. 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.
- Innovator Visit Albuquerque Tourism Grants require a 1:1 funding match to the grant funding requested with up to \$50,000 for project implementation. Innovator grants will be disbursed in three payments on the following schedule:
 - First payment equaling 1/3 of the total grant award will be disbursed upon signing of grant agreement.
 - The second payment equaling 1/3 of the total grant award will be disbursed once the project is 50% completed.
 - The third and final payment equaling 1/3 of the total grant award will be disbursed upon completion of the project.
- Incubator Visit Albuquerque Tourism Grants require two letters of support with up to \$10,000 for project implementation. Up to six total Incubator Visit Albuquerque Tourism Grants will be awarded in the 2023 grant cycle. Incubator grants will be disbursed in one payment upon signing of grant agreement.
- For-profit entities are encouraged to consider applying for Visit Albuquerque Tourism Grant funding with a non-profit partner. Projects demonstrating

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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 Tourism Grant reserves the right to grant lesser funding amounts than requested by the applicant.
- Visit Albuquerque Tourism Grant 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.
- 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.
- Grantee organizations or businesses must submit a written report to the Visit Albuquerque Tourism Grant program at the 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.