



Authorized Use of Grant Funds

New Mexico Clean & Beautiful (NMCB), a program of the New Mexico Tourism Department (NMTD or “Department”), coordinates the annual grant program as directed by the Litter Control and Beautification Act (“Act”). The Department distributes funds throughout the state to fulfill program goals and objectives that promote citizen engagement, reduce blight, further beautification and waste diversion efforts keeping New Mexico a clean and beautiful place to live, work and play.

Grant funds pay for:

Public informational and education:

- Production of educational and promotional materials that raise awareness, provide training and increase public support
- Local media advertising up to 25% of total Program Resources funding
- Grant money cannot pay for statewide mass media.

Equipment purchase:

- Safety equipment (gloves, vests, goggles...)
- Tools (litter grabbers, rakes, shovels, buckets, brushes...)
- Supplies (trees, shrubs, paint, educational materials...)
- For single-piece equipment purchases greater than \$1,000 NMCB will pay up to that amount when approved in advance using the Certification of Equipment Use form and Public Entity agrees to cover the cost over and above \$1,000.
- Grant money cannot pay for equipment maintenance.

Solid waste diversion programs:

- Pre-cycling
- Recycling
- Composting

Employment:

Group sub-contracts

- Adult and/or youth civic groups/organizations that perform program related tasks
- Services that perform work deemed unsafe for volunteers or youth employees
- Supervisory services, only when required for special needs volunteers (i.e. to oversee a group from a correctional facility)

Employment (continued):

Youth

- Hiring individuals between the ages of 14 and 25 who are currently enrolled in school or can show verification of intent to continue their education
- A suggested salary of minimum wage plus \$1.00 per hour and that does not exceed minimum wage plus \$3.00 per hour (costs can include FICA, Medicare and Workers Compensation)
- Youth employees are subject to the laws of Public Entity's local government and if no local laws exist then youth will be hired according to State Personnel rules.
- Public Entity must show proof that individual meets the eligibility requirements by completing the Youth Employment Verification Form.
- Program coordinators or administrators cannot hire, promote or directly supervise an employee who is related by blood or marriage in the third degree.
- Youth cannot be paid with grand funds for projects other than those that adhere to the Act and were approved and included in Exhibit 1 of the Agreement between the Department and Public Entity.

Staff

- Grant funds cannot be used for salaries other than Youth Employment.

Outsourcing

- *Grant funds cannot be used to pay consultant fees.

Unauthorized Use of Grant Funds

- Grant money may only be used for line items (equipment, tools, supplies, labor, etc.) relating to projects, events, and programs previously approved by NMCB.
- Grant money cannot be used to purchase office supplies (e.g. hardware, software or accessories, pencils, pens, paper, paper clips, tape, etc.).
- Grant money cannot be used for gas, food, food utensils, bandstands, and playground equipment.

Authorized Fund Use Examples

Equipment & Supplies

Description	Examples	Notes
Safety	Vests, gloves, eye protection, helmets	Uniforms and footwear not allowed
Landscaping Tools	Shovels, rakes, pruning shears, lawn mowers	Cement is allowed only in small quantities and special cases
Clean-up Tools	Trash bags, litter grabbers	
Composting	Worms, compost starter, thermometers	
Gardening/Beautification	Trees, flowers, soil, shovels, weed blockers, shrubs, parts for drip irrigation system	Grills are not allowed.
Trash & Recycling Receptacles	Trash cans, recycling stations, dumpster enclosures	
Graffiti Mitigation	Painting supplies, materials, and tools	

Authorized Fund Use Examples

Materials

Description	Examples	Notes
Educational	Books, modules, notebooks, school supplies, arts & crafts	
Recognition	Plaques, trophies, framed certificates	Items must be co-branded with Keep NM True logo. Maximum of 15% of grant funding can be used for recognition materials
Information & Outreach Campaigns	Banners, posters, brochures, flyers, re-usable grocery bags, stickers, water bottles	Maximum of 25% of grant funding can be used on permanent signage. Outreach materials and permanent signage must be co-branded with Keep NM True Logo

Media

Description	Examples	Notes
Advertising	Online, print, radio, and purchased spots to promote events, recruit volunteers, and for post-project messages	No more than 25% maximum of grant funding may be used for advertising. Advertisements must be co-branded with Keep NM True Logo

Authorized Fund Use Examples

Labor

Description	Examples	Notes
Sub-contracting	Youth and adult civic organizations, including school groups, teams, clubs, etc	
Supervisory Staff	For programs that require special administration	
Private Enterprise	Training for staff, volunteers, schools	

Keep America Beautiful Affiliate Programs

Description	Examples	Notes
Educational	KAB programs (Waste in Place, Recycle Bowls, etc)	
Board Development	Binders, printing	
Travel	Travel to KAB national conference	
Annual Dues	KAB annual dues, affiliation fees	