

New Mexico Tourism Department



FY25 Destination Forward Program Webinar

March 7, 2024

Welcome and General Reminders

Thank you for being here!

- ❖ Submit questions at anytime via Chat
- ❖ Questions will be answered at the end of the presentation
- ❖ This Webinar is being recorded and will be on the NMTD Industry website shortly after the conclusion of the program
- ❖ Please make sure your microphones and cameras are off during the presentation

Tourism Infrastructure

The total economic impact of tourism in New Mexico in 2022 was \$11.2 billion of which \$8.3 billion was direct visitor spending.

- NM saw 40.8M total trips – 4.7% more than in 2021 and 9.3% more than 2019
- The average length of stay increased from 3.2 nights per trip to 3.7 per trip
- **49% of overnight visits included a cultural activity (vs. 29% US average)**

As tourism grows, it strengthens our communities and sharing our culture preserves our heritage

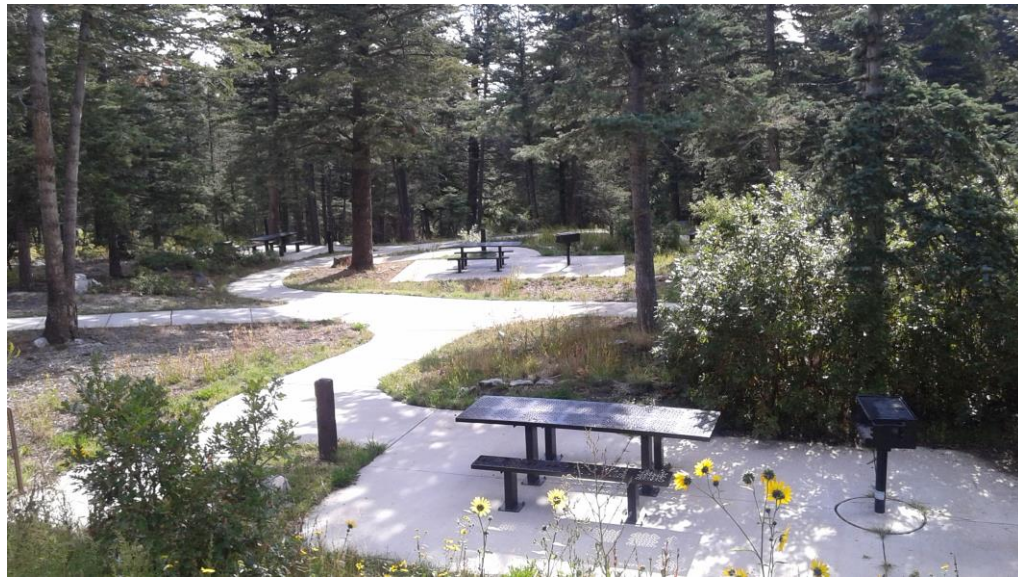


Tourism Infrastructure Projects

- ❖ Outdoor recreation – trail development, guide lighting, wayfinding
- ❖ Recreational improvements
- ❖ RV parking upgrades
- ❖ Dark skies viewing
- ❖ Restroom facility upgrades/ADA accessibility
- ❖ (Re)development of historic assets
- ❖ Public art on tourism infrastructure
- ❖ Visitor information centers and their improvements
- ❖ Digital signage, kiosks, etc.
- ❖ Internet
- ❖ Fairgrounds, convention center, performance venues, etc.

Destination Forward

Recommendations set forth by NMTD and the Council of Governments for tourism infrastructure projects culminated in the development of NMTD's newest grant program, **Destination Forward**, which is dedicated to supporting tourism infrastructure projects throughout the state of New Mexico.



Guiding Principles:

- Either demonstrate the ability to
 - increase visitation,
 - increase capacity, and/or
 - improve the visitor experience

Background



The purpose of the Destination Forward Grant Program is to support the development and implementation of tourism infrastructure projects throughout New Mexico.

Who is Eligible to Apply?

- ❖ Local Governments, including Special Districts
- ❖ Tribal Governments
- ❖ Municipalities

Eligible Projects

- ❖ Be ***shovel ready*** – have completed the planning and design phase and can begin construction in near future
- ❖ Be ***shovel worthy*** – have begun the planning and design phase of the project and have demonstrated the support from local government to begin construction
- ❖ Align with fund goals and objectives
- ❖ Align with region's economic/comprehensive or other regional development plan

Project Goals



- ❖ Increase visitation
- ❖ Improve or enhance the visitor and resident experience
- ❖ Spur economic growth and capacity opportunities for residents
- ❖ Increase national and global recognition of New Mexico as a sustainable tourism destination
- ❖ Increase positive impacts on the local environment while decreasing negative impacts

Destination Forward Program Awardees

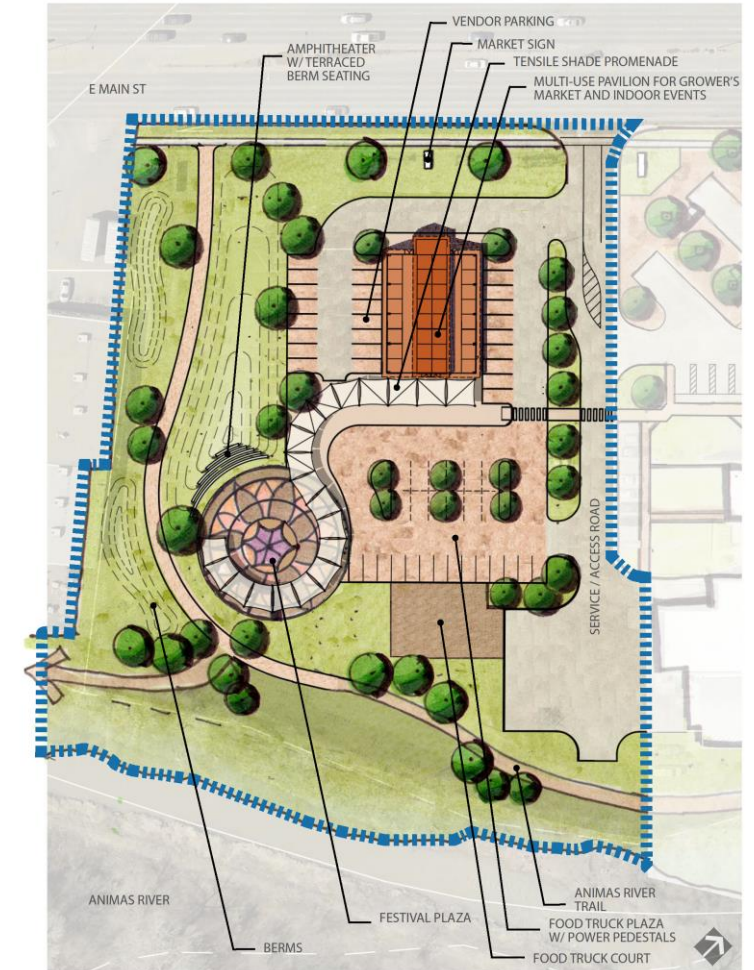
This year, in support of tourism infrastructure projects throughout the state of New Mexico NMTD awarded \$1.9 million to **10 Destination Forward projects**. **Supporting 10 communities around the state, providing partial funding for 8 Infrastructure Capital Improvement Plan (ICIP) projects.**

- City of Bayard: \$50,000
- City of Clovis: \$17,000
- City of Farmington: \$500,000
- City of Grants: \$384,000
- City of Roswell: \$100,000
- Curry County: \$380,000
- McKinley County: \$100,000
- Sandoval County: \$50,000
- Village of Fort Sumner: \$215,470
- Northwest COG: \$100,000

Total Funding: \$1,896,470



Destination Forward Projects



GATEWAY PARK EXPANSION MASTER PLAN: PHASE 1A - ENLARGEMENT

City of Farmington New Mexico
March 16, 2023



Destination Forward Program

Current FY24 Project Scope:

- ❖ City of Bayard Historical 890 Union Hall **Museum Preservation**
- ❖ City of Clovis Hillcrest Park **Zoo Improvements and Wayfinding**
- ❖ City of Farmington **Plaza, Park, and Mainstreet Pavilion**
- ❖ City of Grants **Multipurpose Arena Grandstands**
- ❖ City of Roswell **Downtown Gateway Wayfinding**
- ❖ Curry County Events Center **LED Video Display**
- ❖ McKinley County Red Rock Park **RV Campground Improvements**
- ❖ Northwest Council of Governments **Trail of the Ancients Scenic Byway Corridor Management Plan**
- ❖ Sandoval County El Zocalo Plaza Sena Building **Interior Renovation**
- ❖ Village of Fort Sumner Old Fort **Museum Heritage Center Exhibit, Billy The Kid's Gravesite and ADA Compliant Sidewalk Upgrades**

Destination Forward Projects

City of Grants Multi-Purpose Arena Grandstands

Scope: new grandstands are required to comply with accessibility requirements and will help modernize the Arena: \$384,000 award

This Destination Forward project is part of a large-scale capital outlay project currently on the ICIP \$10.5M.

Consisting of:

- Accessibility parking & walkways
- Site electrical improvements
- Site grading
- Sewer line extension
- Arena sound system
- Partial roadway



FY25 Destination Forward Program Timeline



- **03/12/2024** Application **Opens @ 8:00am**
- **04/10/2024** Application **Closes @ 5:00pm**

Grant Structure



The grant offers a two-tier system for applying:

- ❖ Tier I A: Planning & Design – up to \$100,000
- ❖ Tier I B: Programming – up to \$50,000
- ❖ Tier II A: Construct & Equip – up to \$500,000
- ❖ Tier II B: Renovate & Modernize – up to \$500,000

Grant Requirements

General Requirements:

- ❖ Projects must be compliant with local zoning, protected areas, and cultural heritage
- ❖ Projects should provide long-term financial benefit and public access to the community
- ❖ Applicants must demonstrate capacity for ongoing monitoring of the site
- ❖ Projects should generate value over a long period of time
- ❖ Projects should include long-term intangible and tangible assets and investments

Grant Match Requirements

- ❖ Projects should be able to match up to 5% of eligible expenditure for Capital Outlay Projects
- ❖ A “Resolution of Sponsorship” from a governing body or an official, signed letter from the primary applicant and/or budget authority indicating the availability of the match
- ❖ Applicants that provide a greater match than 5% may be given preference
- ❖ If unable to meet the 5% match, the applicant may indicate their intention to apply for hardship/match waiver in the application

Application Review Process

- ❖ Eligibility – **MUST** support the tourism sector, located in New Mexico and eligible applicant/project according to the guidelines
- ❖ How well does project meet the Destination Forward Grant goals and objectives
- ❖ Innovative approach to partnership and community building
- ❖ Organizational capacity/Shovel-readiness or Shovel-worthiness
- ❖ Measuring and Reporting Success and Sustainability

Strengthen Application

- ❖ Projects on the State of New Mexico's DFA ICIP list are given additional preference

The screenshot displays the ICIP_02 Project Details dashboard. At the top, there is a navigation bar with 'New Mexico Department of Finance and Administration' and 'ICIP_02 Infrastructure Capital Improvement Plan (ICIP) Dashboard'. Below this is a 'Filter Your View' section with a table for filtering by Fiscal Year, County, Date, Fiscal Agent, and Project Cost. A list of projects is shown on the left, with '9622 Tourism Business Ctr.' selected. The main area shows detailed information for Project 9622, including its title 'Tourism Business Ctr.', type 'New', rank '1', and year '2027'. It also displays financial data: Total Cost of \$460,000, Funded to Date of \$0, and Not Yet Funded of \$460,000. A table shows water rights, planning stages, and legislative language: 'To plan, design, acquire property and construct Business Center for San Ysidro in Sandoval County.'

- ❖ Community/Regional collaboration via plans, letters, etc.
- ❖ Optional documents listed on the Document Upload Checklist

Reporting & Disbursement

- ❖ Reports on the project's progress and budget are required and will be outlined in the executed agreement once awarded. They will likely include a mid-point and final report
- ❖ There is up to a two-year program life cycle with this FY award – July 2024 – June 2026
- ❖ Awardee must inform NMTD if budgets, milestones, and/or timelines change
- ❖ Disbursement of award likely to be 50% up-front and 50% at midpoint – not finalized at this point

Online Resources

Visit [Destination Forward Grant Program \(newmexico.org\)](https://newmexico.org)

- ❖ Complete list of FY25 Grant Guidelines
- ❖ Grant Application Document Upload Checklist
- ❖ A sample copy of the Application
- ❖ This webinar and slides will be available after 3/7
- ❖ For questions, please email us at grantinfo@td.nm.gov

How to Apply

Apply at:

<https://nmtourism.smapply.io/>

Supported browsers are:

- Chrome
- Firefox
- Safari
- Microsoft Edge

Today's webinar can be accessed at:

<https://www.newmexico.org/industry/>



Question & Answer Segment



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