



## *Eastern Plains Council of Governments*

418 N Main Street  
Clovis, New Mexico 88101-7557  
Phone: 575-762-7714 Fax: 575-762-7715

December 29, 2021

Jen Schroer, Secretary  
Tourism Department  
State of New Mexico  
491 Old Santa Fe Trail  
Santa Fe, NM 87501

RE: Capital Outlay funding being requested for Tourism Projects

Dear Secretary Schroer:

We very much appreciate your office including the regional Council of Governments/Economic Development Districts (COGs) in the process from planning to vetting to prioritization of these projects. This letter is provided in support to you and the Governor's Office of the tourism projects being requested for statewide capital outlay funding.

The pandemic has severely impacted the hospitality industry as well as entrepreneurs, artists, vendors, restaurants, and outfitting businesses. Tourism is a very important economic driver in the Eastern Plains region as well as the State of New Mexico, and these investments will uplift our communities and encourage additional tourism activity.

Eastern Plains Council of Governments is committed fostering sustainable economic growth in our communities. We understand that obtaining funding for a project is only the first step, and we are ready and able to assist our communities in properly managing and spending this funding to complete successful projects.

Please feel free to contact me or any member of my staff at (575) 762-7714 if you need further information. Again, thank you for including us in this process.

Sincerely,

Sandy Chancey  
Executive Director



# Mid-Region Council of Governments

January 3, 2022

**Dewey V. Cave**  
Executive Director

Debbie O'Malley  
Chair, Board of Directors

Jen Schroer, Secretary  
Tourism Department  
State of New Mexico  
491 Old Santa Fe Trail  
Santa Fe, NM 87501

## MEMBER GOVERNMENTS

City of Albuquerque  
Albuquerque Public Schools  
AMAFCA  
City of Belen  
Bernalillo County  
Town of Bernalillo  
Village of Bosque Farms  
CNM  
Village of Corrales  
Village of Cuba  
Town of Edgewood  
Village of Encino  
ESCAFCA  
Town of Estancia  
Village of Jemez Springs  
Laguna Pueblo  
Village of Los Lunas  
Los Lunas Schools  
Village of Los Ranchos  
MRGCD  
City of Moriarty  
Town of Mountainair  
Town of Peralta  
City of Rio Communities  
City of Rio Rancho  
Rio Rancho Public Schools  
Sandoval County  
Santa Ana Pueblo  
SSCAFCA  
Village of Tijeras  
Torrance County  
Valencia County  
Village of Willard

RE: Central New Mexico Region –Catalytic Tourism Projects

Dear Honorable Secretary Schroer:

The Mid-Region Council of Governments is pleased to support our region's catalytic tourism projects proposed for statewide capital outlay funding.

This much-needed funding will reinforce one of the very cornerstones of our state's economy – tourism. This effort is critical – now more than ever – due to the harsh effects of the pandemic that can be seen around our region and the state of New Mexico as a whole.

Prior to the pandemic, tourism here in the central region brought in more than \$2 billion annually., so we are no doubt very excited about what our region's catalytic tourism projects could generate in terms of economic development.

We believe that these projects would provide added value to the existing array of tremendous assets that already attract a good number of recreational travelers and tourists alike. Furthermore, this kind of outlay funding will bring quite a return on investment for years to come for our state's many entrepreneurs, food industry workers, vendors and more!

The Mid-Region Council of Governments is committed to being a strong partner when it comes to developing a sustainable economy for all New Mexicans. To that end, we support this effort to grow and increase tourism in our state.

Sincerely,

Dewey V. Cave  
Executive Director  
Mid-Region Council of Governments

## North Central New Mexico

### Economic Development District

3900 Paseo Del Sol, Santa Fe, NM 87507

505-395-2668

[www.ncnmedd.com](http://www.ncnmedd.com)



### Administration

***Monica Abeita***

*Executive Director*

### Board Officers

***Ernesto Salazar***

*President*

***Thomas García***

*Vice President*

***Stephanie Martínez***

*Secretary*

***Landon Newton***

*Treasurer*

December 22, 2021

Jen Schroer, Secretary

Tourism Department

State of New Mexico

491 Old Santa Fe Trail

Santa Fe, NM 87501

### **RE: North Central New Mexico Economic Development District – Catalytic Tourism Projects**

Dear Honorable Secretary Schroer:

We value the effective partnership your Tourism and Development Division has advanced with our Community Development team. The well-conceived Catalytic Tourism Projects Initiative will certainly improve the impact of New Mexico's investment in tourism infrastructure.

As the Economic Development District for North Central New Mexico, we were pleased to have the opportunity to lend our knowledge of the region and community relationships in support of your efforts. An ongoing collaborative process of planning, vetting and prioritizing projects on regional basis will continue to make New Mexico a desirable tourism destination and serve our local communities well.

Clearly this timely initiative directly addresses the adverse impact the pandemic has had on our hospitality related industries. Importantly, once funded we will look to assist our communities in the proper development of their projects. We realize that our region's success is our combined responsibility, and effective implementation will lead to future funding for this program.

Finally, I want to share that our team appreciates the responsiveness and ongoing support received by your Tourism Development Division. We have worked to promote your grant and training programs with our regional communities and your staff has consistently made themselves accessible to provide needed guidance. We look forward to our continued collaboration.

Sincerely,

Monica Abeita, Executive Director

505-356-9588, [monicaa@ncnmedd.com](mailto:monicaa@ncnmedd.com)

CC: Lancing Adams, NM Tourism Department



## **NWNMCOG** | NORTHWEST NEW MEXICO COUNCIL OF GOVERNMENTS

106 West Aztec Avenue  
Gallup, NM 87301  
Phone: [505] 722-4327  
Fax: [505] 722-9211

US Economic Development District #1  
NM State Planning District #1  
[www.nwnmcog.com](http://www.nwnmcog.com)  
*Executive Director* | *Evan Williams*

December 20, 2021

Jen Schroer, Secretary  
Tourism Department  
State of New Mexico  
491 Old Santa Fe Trail  
Santa Fe, NM 87501

RE: Northwest New Mexico Region – Catalytic Tourism Projects

Dear Honorable Secretary Schroer:

This letter is to provide an endorsement to you and the Governor's Office of the tourism projects being requested for statewide capital outlay funding.

First and foremost, we appreciate your office including the regional Council of Governments/Economic Development Districts (COGs) in the process from planning to vetting to prioritization of these projects are important to tourism and economic development of our region. We believe these projects will not only be valued investments that uplift our communities but deliver a return-on-investment both on their own merit and scope but also as catalytic multipliers of tourism activity.

Second, the pandemic has been a double-edged sword that has crippled hospitality businesses as well as entrepreneurs, artists, vendors, restaurants, and outfitting businesses, so we know we need a 'grand re-opening' strategy that includes promotions of these expanded tourism anchors and attractions.

Lastly, the COG's are committed to getting to success and ribbon-cuttings. We understand that getting funded is only the first step and are ready to assist our communities in properly managing and spending this funding to reach successful projects. We realize that our regions success is our responsibility and that that success can lead to future funding for this programs.

If you have any questions or need more information, please feel free to reach me anytime at (505) 409-7955. Thank you!

Sincerely,

Evan Williams, Executive Director

cc:// Lancing Adams, NM Tourism Department



*District 7*

December 29, 2021

***Members***

State Legislator:  
Representative  
Raymundo Lara

Doña Ana County

City of Las Cruces

City of Sunland Park

City of Anthony

City of Socorro

Socorro County

City of Truth or Consequences

Sierra County

Town of Mesilla

Village of Hatch

Village of Magdalena

Village of Williamsburg

City of Elephant Butte

Lower Rio Grande Public  
Water Works Authority

San Antonio Mutual Domestic  
Water Consumer Association

Polvadera Mutual Domestic  
Water Consumer Association

Doña Ana Mutual Domestic  
Water Consumer Association

Anthony Water & Sanitation  
District

Jen Schroer, Secretary  
Tourism Department  
State of New Mexico  
491 Old Santa Fe Trail  
Santa Fe, NM 87501

RE: South Central New Mexico – Catalytic Tourism Projects

Dear Honorable Secretary Schroer:

I am writing in support of our region's catalytic tourism projects proposed for statewide capital outlay funding.

Tourism is an economic linchpin for our region. The proposed projects will strengthen and grow this critical industry, aiding in our economic recovery and future prosperity.

The variety of projects proposed for our region will together accomplish four important objectives. First, the projects will increase outdoor recreation opportunities to attract tourists to our state. Second, they will increase the capacity of regional event spaces to hold additional events in type and size. Third, they will welcome visitors into our communities and assist with wayfinding to area attractions. Finally, they will provide infrastructure enabling our visitors in RVs to stay longer once they arrive.

The South Central Council of Governments is proud to support all statewide infrastructure investments aimed at bolstering and increasing the tourism industry. By working together, we can pave the way toward a future of sustainable economic development for generations of New Mexicans.

Sincerely,

Jay Armijo, Executive Director





Dora Batista  
Executive Director

## SOUTHEASTERN NEW MEXICO ECONOMIC DEVELOPMENT DISTRICT

### COUNCIL OF GOVERNMENTS

1600 SE Main, Suite D  
Roswell, NM 88203  
Phone: (575) 624-6131  
Fax: (575) 624-6134  
[www.snmedd.com](http://www.snmedd.com)

December 27, 2021

Jen Schroer, Secretary  
Tourism Department  
State of New Mexico  
491 Old Santa Fe Trail  
Santa Fe, NM 87501

**RE: Southeast NM Region – Tourism Projects**

Dear Honorable Secretary Schroer:

The Southeast Council of Government Region consists of the counties of Chaves, Lea, Eddy, Lincoln, and Otero Counties. The region also includes the 21 municipalities that reside in the five counties.

Tourism is very important in our region. We have two National Parks, Carlsbad Caverns and White Sands. We also have aliens in Roswell, horse racing and skiing in Ruidoso, Billy the Kid in Lincoln, Fort Stanton as well as numerous museums and other attractions in our beautiful part of the state. The Tourism and Hospitality industries have taken quite a toll economically due to COVID.

We support any Tourism related projects or promotion in our area that will help recover our communities and move forward. We also would like to partner with you on any endeavor that promotes Tourism statewide and regionally as we realize how important it is to our communities.

If you need additional information, please contact me at 575 624-6131. Thank you for your efforts and for working with the Council of Governments throughout the State.

Sincerely,

  
Dora Batista  
Executive Director



# Southwest New Mexico Council of Governments

PO Box 2157, Silver City, NM, 88062 • Ph: 575-388-1509 • Fax: 575-388-1500 • [www.swnmcog.org](http://www.swnmcog.org)

December 22, 2021

Jen Schroer, Secretary  
Tourism Department  
State of New Mexico  
491 Old Santa Fe Trail  
Santa Fe, NM 87501

Reference: Southwest NM Council of Governments Tourism Projects

Dear Honorable Secretary Schroer:

Please accept this letter as an endorsement to you and the Governor's Office for the tourism projects being requested for statewide capital outlay funding.

First and foremost, we appreciate your office including the regional Council of Governments/Economic Development Districts (COGs) in the process from planning to vetting to prioritization of these projects are important to tourism and economic development of our region. Your staff devoted numerous hours with us so we could provide the most comprehensive information for the projects on the list. We believe these projects will not only be valued investments that uplift our communities but deliver a return-on-investment both on their own merit and scope and diversify our outdoor economy.

Second, the pandemic has been a double-edged sword that has crippled hospitality businesses as well as entrepreneurs, artists, vendors, restaurants, and outfitting businesses, so we know we need a 'grand re-opening' strategy that includes promotions of these expanded tourism anchors and attractions.

Lastly, the COG's are committed to getting to success and ribbon-cuttings. We understand that getting funded is only the first step and are ready to assist our communities in properly managing and spending this funding to reach successful projects. We realize that our regions success is our responsibility and that that success can lead to future funding for this program.



## Southwest New Mexico Council of Governments

Again, thank you for including us as a valued partner. I commend Lancing, Holley and Emily for their dedication, efficiency and follow-up to ensure that there is geographic representation throughout the state. Should you have any questions, please feel free to contact me at (575) 590-2002.

Sincerely,

A handwritten signature in blue ink that reads "Priscilla C. Lucero". The signature is written in a cursive, flowing style.

Priscilla C. Lucero  
Executive Director

cc: Lancing Adams