

# NM Clean and Beautiful

FY22 Grant Application





# New Mexico Clean and Beautiful



The purpose of the New Mexico “Litter Control and Beautification Act,” NMSA 1978, § 67-16-1 et seq., is to accomplish litter control by vesting in the Department the authority to eliminate litter from the state to the maximum practical extent. The department shall aid in establishing a statewide Keep America Beautiful program through the New Mexico Clean and Beautiful grant program to prevent litter, improve recycling, and beautify New Mexico communities.

All New Mexico municipalities, counties, and Tribal Governments in good standing with New Mexico Taxation and Revenue Department are eligible for funding. Entities need not be Keep America Beautiful affiliates to apply.

*\* (This is a competitive grant, whereas applications are subject to be funded in whole, in part, or not at all. Each application is individually reviewed by the Clean and Beautiful Grant Review Panel with careful consideration of relevance, need, and feasibility.)*

# FY22 Clean and Beautiful Application

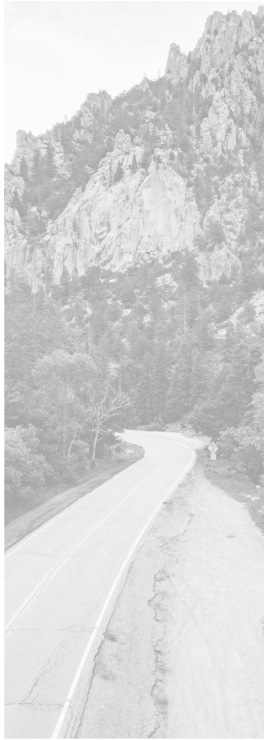
**The application cycle for Fiscal Year 22 (July 1, 2021 – June 30, 2022) will open on March 15, 2021 at 8 A.M and close on April 15, 2021 at 5 P.M.**

*\*(This is a competitive grant, whereas applications are subject to be funded in whole, in part, or not at all. Each application is individually reviewed by the Clean and Beautiful Grant Review Panel with careful consideration of relevance, need, and feasibility.)*

**Apply at: <https://nmtourism.smapply.io>**

**KEEP NEW MEXICO** *True*

# New Mexico Clean and Beautiful



## Clean and Beautiful Program Goals

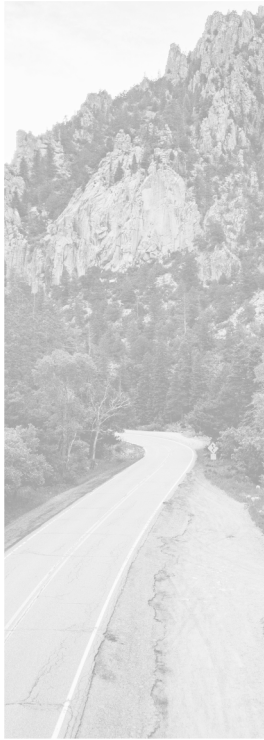
1. End Littering
2. Reduce Waste
3. Beautify Communities
4. Empower Youth
5. Increase Program Capacity

Visit <https://www.newmexico.org/industry> for more information.

KEEP NEW MEXICO *True*



# New Mexico Clean and Beautiful



## **The following will strengthen your project proposals:**

- ❖ Employing Youth Workers for Project Implementation
- ❖ Recruiting Volunteers for Project Implementation
- ❖ Preparing for the Recovery of the Tourism Economy

## **The following will strengthen your grant application:**

- ❖ Leveraging Additional Partnerships and Coalition Building
- ❖ Community-Led Development and Long-Term Planning
- ❖ Climate Adaptation and Mitigation Strategies

A photograph of two hikers walking away from the camera on a dirt trail. The hiker on the left has curly hair and is wearing a black backpack and dark leggings. The hiker on the right has long, wavy brown hair and is wearing a white crop top and a green plaid skirt. They are walking through a desert canyon with rocky hillsides and sparse green vegetation under a clear blue sky with a few clouds.

# Questions & Answers

**NEW MEXICO** *True*



# NMTD Contact Information

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Clean and Beautiful Program Coordinator

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The FY22 Clean and Beautiful application will close on **Thursday, April 15 at 5 P.M.**

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

Today's webinar can be accessed at: <https://www.newmexico.org/industry/>

**KEEP NEW MEXICO** *True*