

# NM Clean and Beautiful

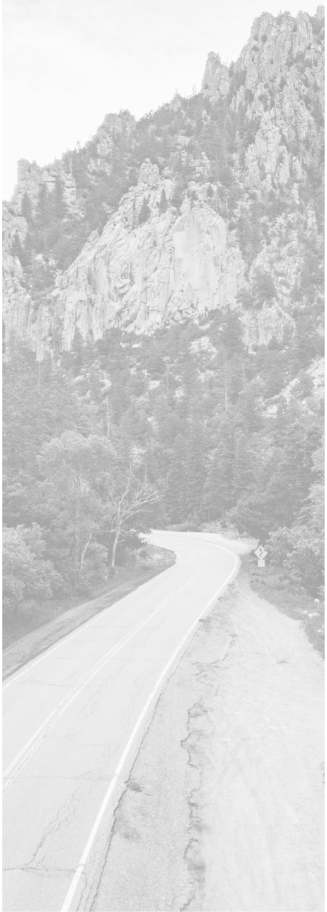
FY22 Grant Guidelines

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# New Mexico Clean and Beautiful

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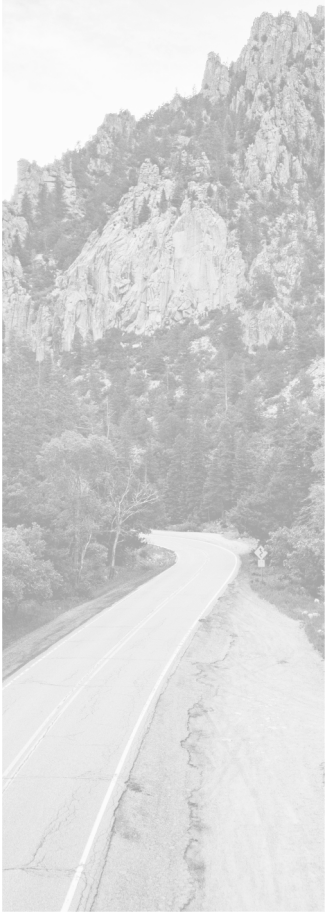
The purpose of the New Mexico “Litter Control and Beautification Act,” NMSA 1978, § 67-16-1 et seq., is to accomplish litter control by vesting in the Department the authority to eliminate litter from the state to the maximum practical extent. The department shall aid in establishing a statewide Keep 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.)*

# New Mexico Clean and Beautiful

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## Clean and Beautiful Program Goals

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

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

**KEEP NEW MEXICO** *True*

# Goal 1 – End Littering

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## Objective 1.1 – Prevent littering.

*Examples of Strategies:*

- Education and Outreach
- Litter Prevention Signage



**KEEP NEW MEXICO** *True*

# Goal 1 – End Littering

## Objective 1.2 – Provide access to proper waste disposal.

### *Examples of Strategies:*

- Receptacles (Trash, Dog Waste, Sharps)
- Free Dumpster Days



# Goal 1 – End Littering

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## Objective 1.3 – Remove litter.

### *Examples of Strategies:*

- Clean-up Supplies (bags, gloves, safety supplies)
- Litter Catchment Systems for Waterways



# Goal 2 – Reduce Waste

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## Objective 2.1 – Reuse.

*Examples of Strategies:*

- Volunteer Incentives
- Promotional Materials
- Water Bottle Refill Stations



# Goal 2 – Reduce Waste

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## Objective 2.2 – Repair.

*Examples of Strategies:*

- Fix-it Clinics
- Tool Libraries





# Goal 2 – Reduce Waste

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## Objective 2.3 – Repurpose.

*Examples of Strategies:*

- Recycled Art Competitions
- Recycled Art Sculptures



# Goal 2 – Reduce Waste

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## Objective 2.4 – Improve composting and sustainable food management.

*Examples of Strategies:*

- Backyard Composting Initiatives
- Victory Garden Composting



# Goal 2 – Reduce Waste

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## Objective 2.5 – Improve recycling and sustainable materials management.

### *Examples of Strategies:*

- Traditional Recycling (Receptacles, Recycle Right PSAs)
- Electronic Waste Recycling Drop-off
- Hard-to-Recycle Materials (Terracycle)
- Recycled Benches and Picnic Tables



# Goal 3 – Beautify Communities

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## Objective 3.1 – Improve green spaces through sustainable park design.

### *Examples of Strategies:*

- Sustainable Landscaping
- Pollinator Gardens
- Rain Gardens
- Trail Improvements



# Goal 3 – Beautify Communities

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## Objective 3.2 – Maximize sustainable landscaping throughout communities.

### *Examples of Strategies:*

- Landscaping of MainStreet, Roadways, Tourism Assets
- Beautification Awards (Residential and Business)



# Goal 3 – Beautify Communities

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## Objective 3.3 – Prevent graffiti.

*Examples of Strategies:*

- Community Murals



KEEP NEW MEXICO *True*

# Goal 3 – Beautify Communities

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## Objective 3.4 – Eradicate graffiti.

*Examples of Strategies:*

- Graffiti Removal Tools



# Goal 4 – Empower Youth

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## Objective 4.1 – Educate students.

### *Examples of Strategies:*

- Educational Materials
- Outdoor Education Initiatives



**KEEP NEW MEXICO** *True*



# Goal 4 – Empower Youth

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## Objective 4.2 – Provide service opportunities for youth groups.

*Examples of Strategies:*

- Youth Groups as Subcontractors



# Goal 4 – Empower Youth

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## Objective 4.3 – Employ youth interns.

### *Examples of Strategies:*

- Beautification Workers
- Project Coordination

Youth interns must be:

- ❖ 14 - 25 years of age
- ❖ paid at least minimum wage
- ❖ complete a Youth Verification Form



# Goal 4 – Empower Youth

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## Objective 4.4 – Provide youth leadership opportunities.

*Examples of Strategies:*

- Youth Leadership Council



# Goal 5 – Increase Program Capacity

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## Objective 5.1 – Recruit and engage volunteers.

*Examples of Strategies:*

- Volunteer Incentive Programs



# Goal 5 – Increase Program Capacity

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## Objective 5.2 – Build coalitions through professional affiliations.

### *Examples of Strategies:*

- Keep America Beautiful Certification Fee
- Keep America Beautiful Dues
- Other Professional Affiliations

# Goal 5 – Increase Program Capacity

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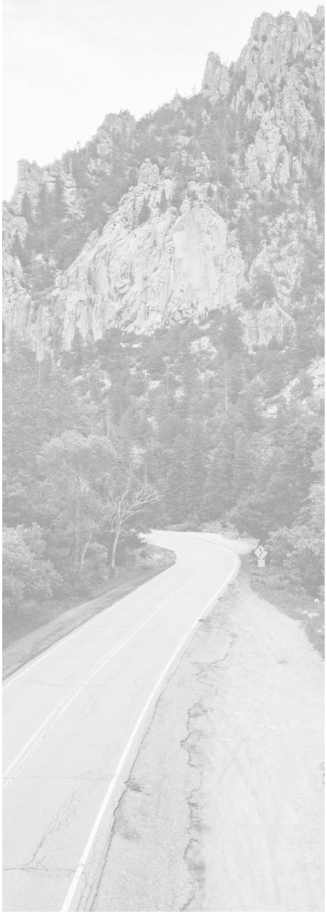
## Objective 5.3 – Increase knowledge through professional development.

### *Examples of Strategies:*

- Keep America Beautiful Conference
- NM Recycling Coalition Conference
- Other Professional Development Opportunities

# Ineligible Expenditures

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## **The Clean and Beautiful grant will not fund:**

- ❖ Office Supplies
- ❖ Meeting Space
- ❖ Employee Salaries (except youth interns)
- ❖ Playground Equipment
- ❖ Food/Drink

## **Be mindful of the following expenditures:**

- ❖ Water Features
- ❖ Lighting
- ❖ Concrete
- ❖ Fencing

# Economic Recovery

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Please take into consideration economic recovery when developing project proposals.

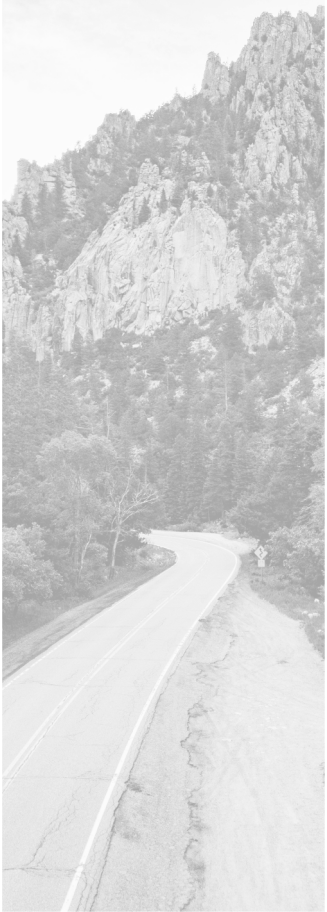


KEEP NEW MEXICO True



# Benefits of the Program

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## **Clean and Beautiful grantees will receive:**

- Grant Funding to implement Clean and Beautiful projects
- Technical Assistance from Program Coordinator and Advisory Committee's Regional Representative
- Professional Network of Clean and Beautiful communities

# FY22 Clean and Beautiful Application

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**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.**

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**Grant Application Webinar on Monday, March 15 from 10 – 11 A.M.**

Visit <https://www.newmexico.org/industry/> to register for the webinar.

Visit <https://nmtourism.smapply.io> to access the FY22 application.

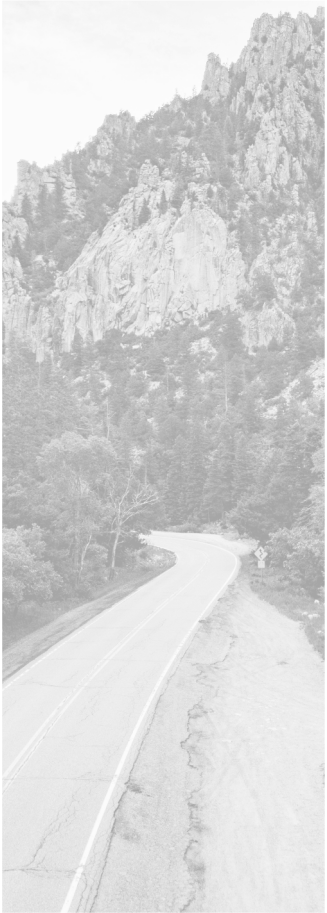
A photograph of two hikers walking away from the camera on a dirt trail. The hiker on the left is wearing a black tank top, black leggings, and a black backpack. The hiker on the right is wearing a white crop top, a dark green denim jacket, and dark pants. They are walking through a desert canyon with 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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**KEEP NEW MEXICO** *True*