Rural Pathway Grant
FY22 Application Content

NOTE: This document is meant to serve only as a preview of the Rural Pathway Grant FY22 Application, and may not be submitted for review. Applications must be completed and submitted solely through the online platform at nmtourism.smapply.io.

RURAL PATHWAY GRANT APPLICATION

The purpose of the Rural Pathway Grant is to provide matching funding to tourism stakeholders within New Mexico to support the implementation of viable tourism products.

This funding opportunity requires a 1:1 match; a cash match by an eligible fiscal agent is preferred. All funding allocated by the New Mexico Tourism Department must be expended within the same fiscal year the Agreement is executed.

The Rural Pathway Grant application includes two (2) sections: 1. Application and 2. Optional Uploads.

Application requires applicants to identify an eligible fiscal agent for matching funds; respond to discussion prompts about the project; identify existing and desired assets that may contribute to the project's success; describe strategies for development, marketing, and operations and complete a Scope of Work Report; and detail how the project fulfills the grant criteria.

Optional Uploads provides applicants with the opportunity to submit any supplemental materials which showcase the competitiveness of their project.

PART 1: APPLICATION

SECTION 1: FISCAL AGENT INFORMATION
Directions: In order to apply for up to $50,000 in matching funds for project implementation, applicants must identify an eligible fiscal agent. Provide the fiscal agent's legal name and contact information, Combined Reporting System (CRS) identification number, and maximum match commitment (this funding opportunity requires a 1:1 match; a cash match is preferred).

1. Legal name

2. Primary contact name

3. Primary contact e-mail address

4. Primary contact phone number

5. CRS identification number

6. Maximum match commitment (in dollars)

7. Grant amount requested (may be different from amount in item 6)

8. Explanation of grant amount requested (if amounts in items 6 and 7 are different)

SECTION 2: PROJECT OVERVIEW
Directions: Complete the elements below in the spaces provided. Responses should be thorough and convey a strong understanding of the Rural Pathway Grant's purpose.

1. Project name

2. Project description

3. Physical location(s) for the project (exactly where the project is located) and all communities, regions, and other physical areas impacted.

4. List all key partners of the project. *Partners include people and entities who have the ability to contribute to the project's success through financial or otherwise measurable investments.*

5. Describe the project's engagement with these partners so far.

6. List all stakeholders of the project. *Stakeholders include all people affected by project implementation; these people should be aware of the project's vision and plan, and should play an active role in the project.*

7. Describe the project's engagement with these stakeholders so far.

8. List all project funding so far, including the source, the amount, the purpose and conditions of the funds, and any additional relevant information. *Please include: funds requested for the project, funds awarded to the project (regardless of whether or not they were ultimately accepted), funds accepted by the project team, and funds declined by the project team.*

9. Describe the project's strategy to demonstrate short-term economic stimulation throughout the areas impacted by project implementation (preliminary surveying, civic involvement, etc.).

10. Describe the anticipated long-term economic impact of project completion (jobs created and retained, increased GRT, etc.).

SECTION 3: ASSET INVENTORY
Directions: In the spaces below, identify existing and desired assets which have the potential to support the project's success. Assets may be physical structures, natural resources, public amenities, community services, businesses, etc. specific to the theme(s) or location(s) of the project.

Existing Assets

Desired Assets

SECTION 4: STRATEGIES & SCOPE OF WORK
Development Strategy
1. Identify the project's immediate goals.

2. Identify the project's short-/mid-term goals.

3. Identify the project's long-term goals.

4. Identify the metrics which have or will be used to measure the success of these goals.

Marketing Strategy
5. Define the project's marketing strategy and plan components.

6. Define the markets reached by the proposed marketing plan.

7. Describe the types and sources of advertising for the project.

8. Describe any additional outreach activities for the project (if applicable).

9. Describe the evolution of the project's marketing plan over time.

Operations Strategy
10. Describe any existing strategies or plans for the ongoing financial viability of the project.

11. Describe any existing strategies or plans for ongoing physical maintenance of project components (if applicable).

12. List the operations costs for the project.

13. List any potential funding opportunities for the project.

Scope of Work Report

ITEM/TASK	RESPONSIBLE PARTY	ESTIMATED DATE OF COMPLETION	COST

Total Cost (in dollars)

SECTION 5: CRITERIA FULFILLMENT
Directions: In the spaces below, detail as specifically as possible how your project meets the grant criteria. Optional Criteria for each goal are intended to strengthen your application, but are not mandatory. If you choose not to reply, please enter N/A.

Goal 1: Develop authentic experiences that are aligned with the New Mexico True brand; a promise to deliver "adventure steeped in culture."

1. Identify the specific tangible and intangible elements of your product which reflect New Mexico's spirit and identity.

2. Identify how the above elements will be represented (communicated to tourists) through the product.

3. Identify how the product aligns with the New Mexico True brand.
The New Mexico True brand seeks to promote tourism products and experiences centered around adventure, culture, and a thirst for authenticity. Products reflecting the New Mexico True brand represent the people, landscapes, and cultures of New Mexico as honestly and faithfully as possible, bringing tourists (from near or far) a new perspective through firsthand experience. The New Mexico True brand also seeks to dismiss misconceptions and misunderstandings of the state, encourage staycations, and promote "adventures that feed the soul."

4. Identify any elements of adventure in the product (either communicated to tourists or experienced by them). "Adventure" can be of a physical nature (for example, rock climbing), but can also be of an emotional, psychological, spiritual, or intellectual nature.

5. Identify the tangible and intangible cultural elements of the product.

Goal 2: Drive economic impact and create jobs by stimulating local economies through the development of strategic tourism products.
6. Identify current gross receipts tax and lodgers' tax in the territory impacted by the project; identify the anticipated taxes in the territory once the project is implemented.

7. Identify the current daily visitor spending in the territory impacted by the project; identify the anticipated daily visitor spending in the territory once the project is implemented.

8. Identify the current number of tourism-related jobs in the territory impacted by the project; identify the anticipated number of these jobs once the project is implemented.

Goal 2 Optional Criteria
9. Identify or model the anticipated growth of the above (Goal 2) criteria over time, based on estimated factors impacting the project's scalability.

10. Detail the types of tourism-related jobs (current and anticipated) in the territory impacted by the project: hourly vs. full-time, seasonal vs. year-round, skilled (including level of education required) vs. unskilled, etc.

11. Identify current revenue streams in the territory impacted by the project; identify any new revenue streams which will be harnessed through the project.

12. Identify the location of contractors used for the project: local, regional, state, other.

Goal 3: Engage stakeholders in constructive conversations regarding how best to capitalize on tourism trends and the New Mexico True brand.
13. Identify who will be impacted by the product, how they will be impacted, and measures already taken or to be taken in order to mitigate any negative impacts.

14. Identify how all persons impacted by the product have been involved or will be involved in the development and implementation of said product.

15. Identify methods of two-way communication around the project which have been or will be implemented.
Examples include: Educational spaces/exhibits for those impacted to learn about the project, its process, and its intended results. Participatory forums during which those impacted may contribute ideas and express support, objections, and opinions. Newsletters, website, email updates, etc. to communicate progress of product development and implementation.

Goal 3 Optional Criteria
16. In the final section of this application, there is space to upload additional supporting documents. Please indicate the documents you plan to upload to support these Optional Criteria: **A.** Letters of support from stakeholders. **B.** Communications materials which have been created and/or distributed to those impacted by the project. **C.** Notes from participatory forums. **D.** Images and/or content from educational exhibits created around the project.

Goal 4: Spark creativity and ownership for stakeholder successes and opportunities.
17. Identify sources of creativity and creative expression within the project.

18. Identify methods of harnessing creativity from stakeholders and locals, and note whether they have been/will be used, and in what capacity.

19. Identify the parties responsible for each element of product development, implementation, and evaluation.

20. Identify project milestones.

21. Detail the methodology used/to be used for tracking product viability and success.

22. Identify the opportunities available to this project and note whether they have been/will be taken advantage of, and in what capacity.
Examples include partnerships, funding, idea generators from external sources, etc.

23. Identify the opportunities created by this project. *Examples include: economic, social, educational, professional, recreational, etc.*

Goal 5: Connect and diversify the tourism industry.
24. Identify methods of communication among all stakeholders (public and private, at all levels, including individuals, experts, and non-experts).

25. Identify any new collaborations or partnerships which have been or will be forged during product development, implementation, and evaluation.

26. Identify any new or unique voices present in the project and any adaptations that have been made in order to include these new or unique voices (pueblos, locals, marginalized communities, experts, non-experts, etc.).

ADDITIONAL MATERIALS
Do you have any additional materials which you wish to include with the application? If yes, you will be taken to the Optional Uploads section. If no, you will end the application here and will be able to review it before submitting.

PART 2: OPTIONAL UPLOADS

Submit any additional materials which showcase the competitiveness of the project.

Material types include, but are not limited to:
- Letters of support from stakeholders
- Communications materials which have been created and/or distributed to those impacted by the project
- Notes from participatory forums
- Images and/or content from educational exhibits created around the project.

Please include a short description of each document and its purpose.