

Rural Pathway Tourism Incubator

FY22 Application Content

NOTE: This document is meant to serve only as a preview of the Rural Pathway Tourism Incubator 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 TOURISM INCUBATOR APPLICATION

Part 1: Rural Pathway Tourism Incubator Application

SECTION 1: PROJECT CONCEPT

Directions: As a Steering Committee, provide responses to the elements below. Responses should be thorough and convey a strong understanding of the Rural Pathway Tourism Incubator's purpose and process.

1. Project name
2. Describe the project concept. Include how the project will impact visitor experience, and detail how the project is aligned with the New Mexico True brand.
3. Identify anticipated physical location(s) for the project (exactly where the project will be located) and all communities, regions, and other physical areas impacted. Describe any challenges that exist or may exist with using these locations for the project (if applicable).
4. Describe the projected timeline and milestones for the project, and identify the project's current status within the timeline. If this application concerns a proposal for a specific project phase, provide the timeline for this phase and for the completion of the larger project.
5. 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.*
6. Describe the Steering Committee's engagement with these key partners so far.
7. List all stakeholders of the project. *Stakeholders include all people and entities affected by project implementation; these people should be aware of the Steering Committee's vision and plan, and should play an active role in the project.*
8. Describe the Steering Committee's engagement with these stakeholders so far.

9. 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.*

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

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

12. Describe the Steering Committee's reasons for participating in the Rural Pathway Tourism Incubator and any associated goals.

13. Identify the top three project needs the Steering Committee would like to address with NMTD staff during the program.

SECTION 2: ASSET INVENTORY

Directions: Identify existing and desired assets that have the potential to support the project's success. Assets can be physical structures, natural resources, public amenities, community services, businesses, etc. specific to the theme(s) or location(s) of the project.

1. Existing Assets

2. Desired Assets

Part 2: Steering Committee Forms

Each page in this section contains the Steering Committee Member Profile and Statement of Commitment forms for one individual Steering Committee member.

Steering Committee members may be added as collaborators to the application so that each member is able to fill in their own page.

STEERING COMMITTEE MEMBER 1

Steering Committee Member Profile

1. Name

2. Tourism affiliation (organization, business, other tourism-stake)
3. E-mail address
4. Phone number
5. What are your motivations for being a part of this Steering Committee?
6. What do you hope to achieve through the Rural Pathway Tourism Incubator?
7. What previous experiences and/or leadership roles do you have which relate to your position on this Steering Committee?

Statement of Commitment

I, the undersigned, understand that as a designated Steering Committee member, I agree to participate fully in the Rural Pathway Tourism Incubator. I agree to

- Attend five (5) four-hour workshops at the agreed-upon locations (workshop schedule will be determined by the Steering Committee).
- Support the mission, vision, values, and goals of the Steering Committee (set by the Steering Committee throughout the workshop phase).

Complete handouts, engage in activities, and provide constructive feedback during group discussions and project planning.

- Remain engaged in the Steering Committee’s ongoing success throughout the entirety of the Rural Pathway Tourism Incubator, including potential project implementation and ongoing sustainability efforts.

Date

Signature

STEERING COMMITTEE MEMBER 2-10: same form as above

Part 3: Optional Uploads

Directions: Submit any further materials which showcase the competitiveness of the project. This section is optional, but may help strengthen your application.