Rural Pathway Tourism Incubator
FY22 Pre-Application Content

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

RURAL PATHWAY TOURISM INCUBATOR PRE-APPLICATION

The purpose of the Rural Pathway Tourism Incubator is to provide technical assistance to tourism stakeholders within New Mexico in developing viable tourism products by providing the necessary tools, resources, and support.

The Rural Pathway Tourism Incubator process begins with an idea for a tourism project or product. From there, stakeholders are identified and engaged, and a Steering Committee of 5-7 people is created in order to finalize a primary project concept.

The Pre-Application process is short and straightforward, and is a first step in communicating your project idea to the New Mexico Tourism Department for review.

Main Contact Information
1. Name

2. E-mail address

3. Phone number

4. Organization and title

Organization Information
5. Name of principal organization associated with the project

6. Designation of principal organization associated with the project
- IRS-designated non-profit tourism related organization
- NM Municipality
- NM County
- NM Tribal Government
- Other (please specify)

Questions

7. Has the proposed Steering Committee reviewed the comprehensive guidelines document for the Rural Pathway Tourism Incubator (currently available in the Rural Pathway Program section of the NMTD website)?

- Yes
- No (please explain)

8. Project name

9. Describe the project briefly. Include how the project will impact visitor experience, and detail how the project is aligned with the New Mexico True brand.

10. Anticipated location(s) of project

11. List the current or anticipated Steering Committee stakeholders for this project. Include why they have been identified as key stakeholders, and what contact, if any, has been made with them so far concerning the project.

12. Identify all entities that will be impacted by project implementation, and how they will be impacted.