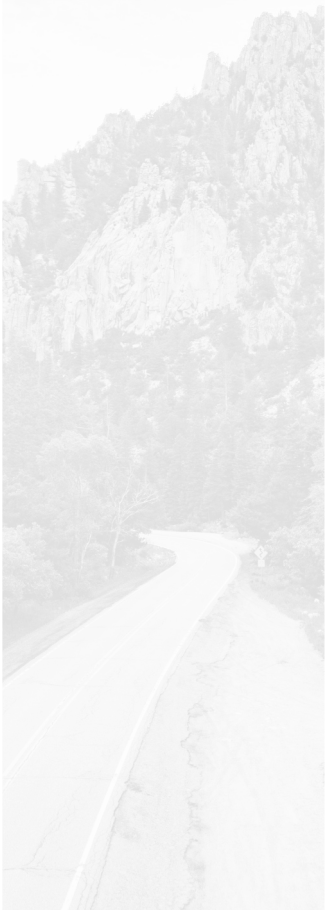


NM Clean and Beautiful

FY23 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.)*

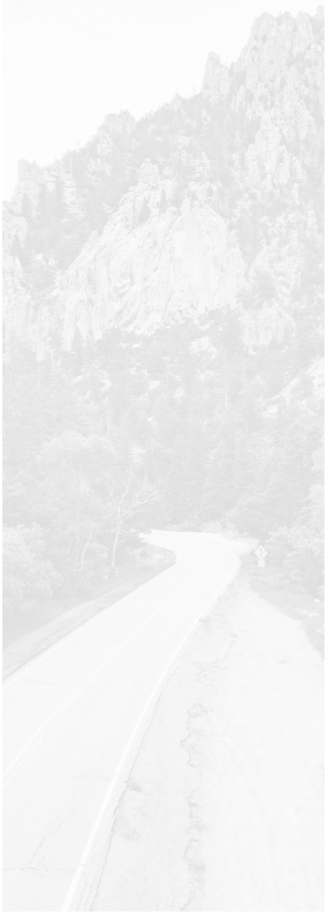
FY23 Clean and Beautiful Application

The application cycle for Fiscal Year 23 (July 1, 2022 – June 30, 2023) will open on March 15, 2022 at 8 A.M and close on April 15, 2022 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>

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.

Goal 1 – End Littering

Objective 1.1 – Prevent littering.

Examples of Strategies:

- Education and Outreach
- Litter Prevention Signage



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

Objective 1.3 – Remove litter.

Examples of Strategies:

- Clean-up Supplies (bags, gloves, safety supplies)
- Litter Recovery along Waterways



Goal 2 – Reduce Waste

Objective 2.1 – Reuse.

Examples of Strategies:

- Volunteer Incentives
- Promotional Materials
- Water Bottle Refill Stations

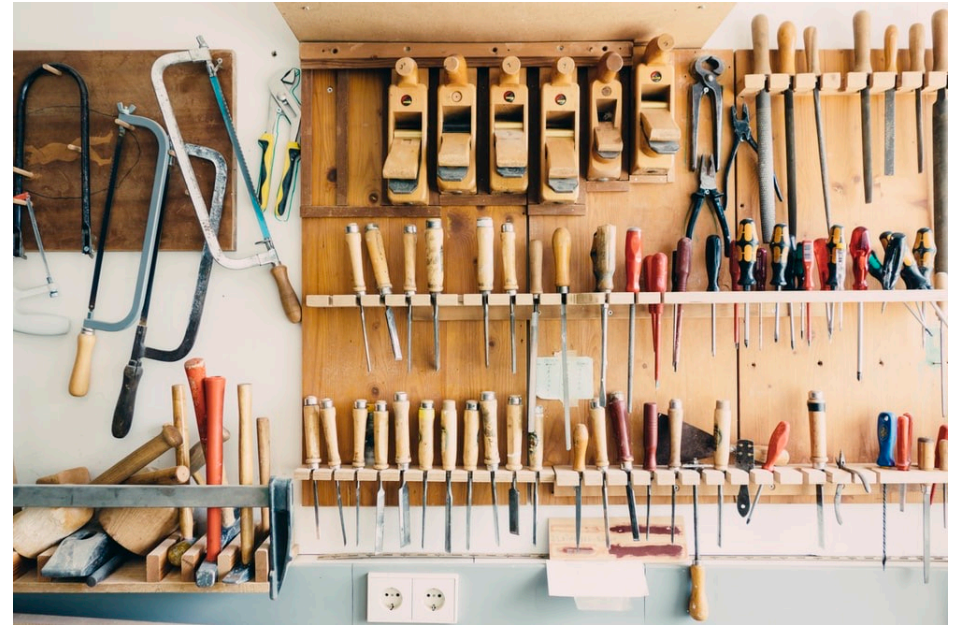


Goal 2 – Reduce Waste

Objective 2.2 – Repair.

Examples of Strategies:

- Fix-it Clinics
- Tool Libraries



Goal 2 – Reduce Waste

Objective 2.3 – Repurpose.

Examples of Strategies:

- Recycled Art Competitions
- Recycled Art Sculptures



Goal 2 – Reduce Waste

Objective 2.4 – Improve composting and sustainable organics management.

Examples of Strategies:

- Backyard Composting Initiatives
- Victory Garden Composting



Goal 2 – Reduce Waste

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*

*Complemented by educational messaging



Goal 3 – Beautify Communities

Objective 3.1 – Improve green spaces through sustainable park design.

Examples of Strategies:

- Sustainable Landscaping
- Pollinator Gardens
- Rain Gardens
- Restricted Area Signage



Goal 3 – Beautify Communities

Objective 3.2 – Maximize sustainable landscaping throughout communities.

Examples of Strategies:

- Landscaping of MainStreet, Roadways, Tourism Assets
- Beautification Awards (Residential and Business)
- Adopt-a-Spot Programs



Goal 3 – Beautify Communities

Objective 3.3 – Prevent graffiti.

Examples of Strategies:

- Community Murals



Goal 3 – Beautify Communities

Objective 3.4 – Eradicate graffiti.

Examples of Strategies:

- Graffiti Removal Tools



Goal 4 – Empower Youth

Objective 4.1 – Educate students.

Examples of Strategies:

- Educational Materials
- Outdoor Education Curriculum
- Outdoor Classroom Infrastructure*



* For example: community garden, school composting, shade trees, receptacles, recycled benches or tables

Goal 4 – Empower Youth

Objective 4.2 – Provide service opportunities for youth groups.

Examples of Strategies:

- Youth Groups as Subcontractors



Goal 4 – Empower Youth

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

Objective 4.4 – Provide youth leadership opportunities.

Examples of Strategies:

- Youth Leadership Council



Goal 5 – Increase Program Capacity

Objective 5.1 – Recruit and engage volunteers.

Examples of Strategies:

- Volunteer Incentive Programs



Goal 5 – Increase Program Capacity

Objective 5.2 – Build coalitions through professional affiliations.

Examples of Strategies:

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

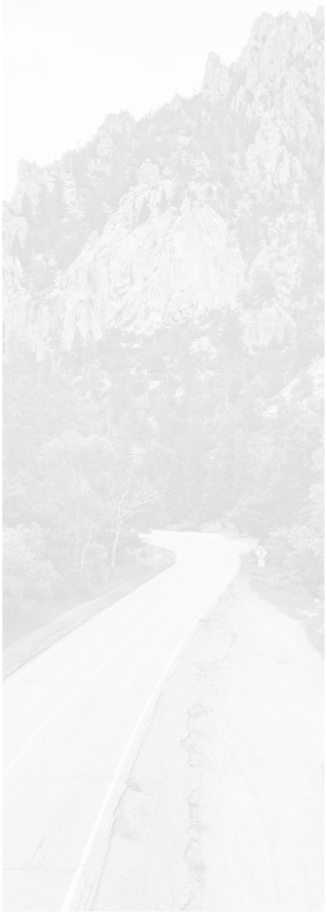
Goal 5 – Increase Program Capacity

Objective 5.3 – Increase knowledge through professional development.

Examples of Strategies:

- Keep America Beautiful Conference
- Other Professional Development Opportunities

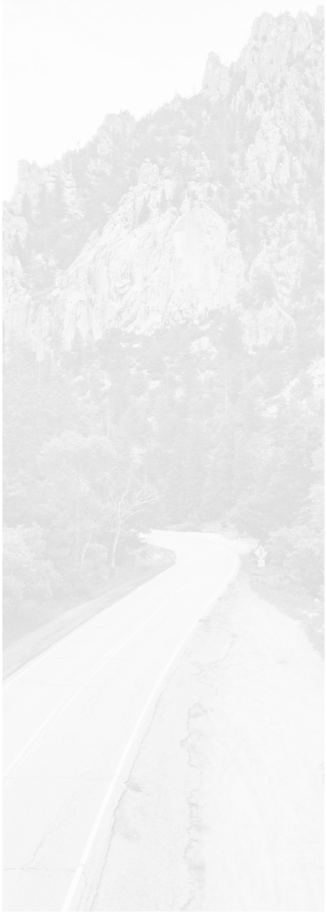
New Mexico Clean and Beautiful



The following will strengthen your project proposals:

- ❖ Recruiting Volunteers for Project Implementation
- ❖ Leveraging Additional Partnerships and Coalition Building
- ❖ Community-Led Development and Long-Term Planning
- ❖ Supporting the Development of the Tourism Economy
- ❖ Climate Adaptation and Mitigation Strategies

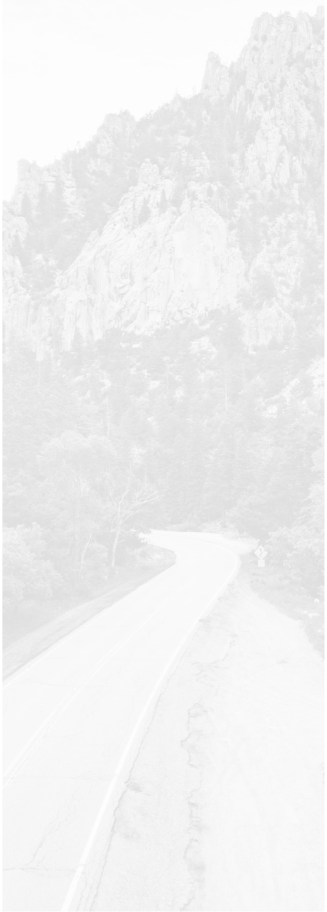
Ineligible Expenditures



The Clean and Beautiful grant will not fund:

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

Limited Expenditures



Be mindful of the following expenditures*:

- ❖ Water Features
- ❖ Lighting
- ❖ Concrete
- ❖ Fencing
- ❖ Landscape Design
- ❖ Contract Services

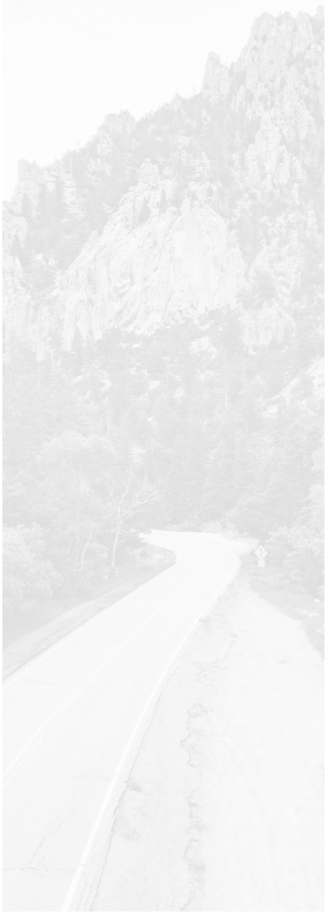
*These expenditures may be eligible in limited amounts with clear justification.

Economic Recovery

Please take into consideration economic recovery when developing project proposals.



Benefits of the Program



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

Questions & Answers



NMTD Contact Information

LUCY STANUS

Clean and Beautiful Program Coordinator

505-660-4734

lucy.stanus@state.nm.us

The FY23 Clean and Beautiful application will close on **Friday, April 15 at 5 P.M.**

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

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