

NEW MEXICO TRUE

FY25 COOPERATIVE MARKETING PROGRAM AWARDS

| <u>Entity Name</u> | <u>Award</u> |
|---|---------------------|
| Carlsbad Chamber of Commerce | \$35,620.75 |
| City of Alamogordo | \$183,326.00 |
| City of Deming | \$53,208.00 |
| City of Gallup | \$136,954.00 |
| City of Las Vegas | \$200,674.00 |
| City of Raton | \$17,126.00 |
| City of Roswell | \$84,471.80 |
| City of Socorro | \$36,256.00 |
| City of Truth or Consequences | \$96,286.00 |
| Cloudcroft Chamber of Commerce | \$22,000.00 |
| Clovis/Curry County Chamber of Commerce | \$30,966.00 |
| El Rancho de las Golondrinas | \$29,008.00 |
| Explora Science Center and Children's Museum | \$5,126.00 |
| Friends of Bosque del Apache National Wildlife Refuge | \$6,770.00 |
| Ghost Ranch Education and Retreat Center | \$37,900.00 |
| Grant County | \$53,200.00 |
| Haak'u Museum/ Sky City Cultural Center | \$6,964.00 |
| IAIA Museum of Contemporary Native Arts (MoCNA) | \$18,882.00 |
| Lordsburg Econmic Advancement Project | \$39,250.00 |
| Los Alamos County | \$133,614.00 |
| Lovington MainStreet | \$4,286.00 |
| National Hispanic Cultural Center | \$18,666.67 |
| National Institute of Flamenco | \$21,466.00 |
| Navajo Tourism Department | \$88,846.00 |
| New Mexico Bed & Breakfast Association | \$9,900.00 |
| New Mexico Department of Cultural Affairs | \$41,146.00 |
| New Mexico Steam Locomotive & Railroad Historical Society | \$14,476.00 |
| New Mexico Wildlife Center | \$4,286.00 |
| NMDOT Aviation Division | \$14,090.00 |
| Pecos Business Association | \$16,058.00 |
| Sandoval County Tourism Alliance | \$34,000.00 |
| Santa Fe Children's Museum | \$9,895.47 |
| Santa Fe County | \$294,636.00 |
| Santa Fe Gallery Association | \$8,570.00 |

| | |
|-------------------------------------|------------------------------|
| Ski New Mexico | \$60,623.33 |
| Taos Ski Valley Chamber of Commerce | \$16,000.00 |
| TOURISM Santa Fe | \$141,164.00 |
| Town of Mesilla | \$23,300.00 |
| Town of Red River | \$28,676.00 |
| Town of Silver City | \$124,012.00 |
| Town of Taos | \$52,106.00 |
| Tucumcari MainStreet | \$4,578.00 |
| Village of Angel Fire | \$111,032.00 |
| Village of Ruidoso | \$608,866.00 |
| Visit Albuquerque | \$587,586.00 |
| Visit Farmington | \$81,944.00 |
| Visit Las Cruces | \$106,608.00 |
| Visit Questa | \$57,676.00 |
| <i>Grand Total</i> | <i>\$3,812,096.02</i> |