

## DESTINATION FORWARD

### FY25 DOCUMENT SAMPLE APPLICATION

This application is for the New Mexico Tourism Department's Destination Forward Program which is a competitive grant that supports the long-term development and implementation of tourism infrastructure projects throughout New Mexico.

Local governments, including special districts and political subdivisions, tribal governments and municipalities are eligible to apply.

Please fill out each question to the best of your ability. The more complete your application, the more competitive your application will be. Save your draft application as you go! To save scroll to the bottom of the application.

Questions may not be in sequential order based on your answers to specific questions. This is intentional and does not impact your application content or status.

Please be sure to upload all required supporting documents as well as any additional documentation that could make your application stronger. Please refer to the guidelines and document checklist on our website for more information.

Make sure you hit the "Submit" button when you complete the application. You should receive a confirmation email shortly after submitting.

If you have any questions, please feel free to contact us at [grantinfo@td.nm.gov](mailto:grantinfo@td.nm.gov).

#### SECTION 1: APPLICANT INFORMATION

1. Legal Name of Entity
2. Type of Eligible Entity

- County
- Local Government
- Municipality
- Tribal Government

2a) Type of Local Government

- Political Subdivisions
- Special Districts

3. Primary Contact Information

- First Name
- Last Name
- Organization/Entity's Legal Name
- Title/Role
- Email Address
- Phone Number

4. Financial Contact Information

- First Name
- Last Name
- Organization/Entity's Legal Name
- Title/Role
- Email Address
- Phone Number

5. Signature Authority Contact Information

- First Name
- Last Name
- Organization/Entity's Legal Name
- Title/Role

- Email Address
- Phone Number

6. Mailing Address (of Signature Authority)

- Address Line 1
- (Address Line 2)
- City
- State
- Zip Code

7. Please provide your entity's NM Business Tax ID Number.

*This is an eleven-digit number that begins with 01-,02-, or 03-.*

8. Please provide your Federal Employment Identification Number (EIN).

*This number is a nine-digit number that begins with 85-.*

9. Please provide proof of eligibility (W9s, W9 subs, etc.) - UPLOAD

10. Are you based in New Mexico? If not, please explain.

- Yes
- No

11. Is your project based in New Mexico?

- Yes
- No

12. Have you participated in any NMTD grant programs previously? If so, please check which program(s) you have participated in below and please provide the year(s) you participated:

- Cooperative Marketing Grant Program

- Clean & Beautiful Grant Program
- Rural Pathway Incubator Program
- Rural Pathway Grant Program
- Tourism Event Growth & Sustainability Program (TEGS)
- NM True Certified Program
- Other, please specify...
- I have not participated in any NMTD programs

## SECTION 2: PROJECT CONCEPT AND PURPOSE

13. Is your project on the State of New Mexico's Department of Finance & Administration's (DFA) Infrastructure Capital Improvement Plan (ICIP) list? If not, please explain.

- Yes
- No

14. Please provide the ID number and rank.

15. Please provide proof of your ICIP project - for example, a screenshot of the ICIP listing on the DFA website. - UPLOAD

16. What kind of tourism infrastructure project are you looking to fund?

*Please select all that apply to your project:*

- Development of outdoor recreation infrastructure (e.g. interpretation, trail development, connectivity, way finding, water recreation, etc.).
- Recreational improvements.
- Signage and way finding that align with community branding and marketing.
- Tourism-related parking and transportation (e.g. airport passenger enhancements, RV parking upgrades, etc.).
- Tourism Attraction Facilities (e.g. restroom facility upgrades, ADA accessibility, system upgrades and replacements, broadband, waste management, etc.).
- Dark Skies viewing area.

- (Re)Development of historic assets (e.g. museum, theater, public space, historic locomotive, industrial district, other cultural/historic assets and facilities.).
- Rehabilitation, maintenance, and conservation of cultural sites/Indigenous sites/archaeological sites for tourism purposes.
- Bike, pedestrian and equestrian transportation and other related developments.
- Camping and RV-related accommodation.
- Beautification and conservation for tourism purposes (e.g. sustainable park design and re-developments, sustainable landscaping, wildlife refuges and rewilding areas, conservation education centers/ information centers, etc.).
- Fairgrounds, convention centers/facilities, performance venues and other event spaces and venues.
- Public art on tourism infrastructure.
- Agritourism farms, food trails, or other related facilities.
- Innovative (re)developments leveraging technology to showcase authentic NM culture (and nature if applicable) (e.g. kiosks, digital signage, etc.).
- Visitor Information Centers and their improvements.
- Other tourism-related infrastructure.
- Please explain:

17. Project name:

18. Project summary:

*Please provide as many specifics as possible about what has been done so far, what is happening now and what will be done in the future with the project - How does your project stand out? What are the "needs" that will be met vs. the "wants"? What is the relative community impact over time?*

19. Which Destination Forward Grant (DFG) Tier and Track do you wish to apply for?

- Tier I A: Planning and Design
- Tier I B: Programming
- Tier II A: Construct and Equip
- Tier II B: Modernize and Renovate

20. Is your project "shovel-worthy" meaning you have feasible plans to begin construction/production after completing the planning phase of your project?

- Yes
- No

20a) Please provide evidence of your project's shovel-worthiness (e.g. quotes, signed contracts, letters of support/commitment/approval, preliminary maps, etc. – UPLOAD

20b) Is your project "shovel" ready? Have you completed Tier I or similar and can you begin construction in the immediate future?

- Yes
- No

20c) Please provide evidence of your project's shovel-readiness (e.g. provide evidence of completing Tier I or similar - preliminary studies, reports and maps, letters of support/commitment/approval, lease agreements (if applicable), zoning, public easement, right of way and other legal compliance documents, etc.) – UPLOAD

21. Does your region/city/town/etc. have an economic/comprehensive development plan and/or a destination development plan? If so, how will your project address this plan?

22. Please provide a copy of the economic/comprehensive and/or destination development plan. – UPLOAD

23. Identify the top three project needs the applicant(s) would like to address through this program.

24. Please list and identify any and all key partners and stakeholders of the project and describe how they have been engaged thus far.

*Include: people and entities who have the ability to contribute to the project's success through financial or otherwise measurable investments; people and entities affected by project implementation.*

25. Please provide evidence of community and any other stakeholder support, letters of support, MOUs, MOAs, etc. - UPLOAD

26. Provide the physical location(s) for the project (exactly where the project is located) and all communities, regions, and other physical areas impacted. Is your project within legal compliance with local zoning (if applicable), protected areas and/or cultural heritage for your selected site?
27. Describe any challenges that exist or may exist by using the locations specified above for the project (if applicable). Please describe how your project will ensure minimal disturbance to local biodiversity, culture, and community and/or how it plans to mitigate any disturbances.
28. Please feel free to upload additional documentation, e.g. any maps, zoning surveys, environmental studies, and other related plans and documents that convey the environmental and cultural sustainability of the project's proposed location. – UPLOAD (optional)
29. The DFG focuses on funding tourism infrastructure, assets and experiences that help build resilient, vibrant communities and that align with the NM True Brand promise of "adventure steeped in culture." How do you plan to deliver on this brand promise through this project?
30. Please feel free to provide any marketing materials, mock-ups, and the like that you may have already developed. – UPLOAD (optional)
31. The DFG will award projects that especially convey strong community-based leadership and benefits that support local tourism business revenue growth as well as enhance health and well-being. How do you plan to address this with your project while ensuring high-quality experiences for both tourists and residents?
32. What data, if any, do you plan to collect during this project? How will you collect it and store it?
33. Please feel free to share any data that may have already been collected that is relevant to this project and its sustainable management. – UPLOAD (optional)
34. The DFG will consider applicants to be more competitive by meeting our goals of improving local communities'

socio-economy and culture as well as the local environment. The tourist and resident experience should be of high quality. How will your project help to increase benefits and decrease negative impacts on the destination's socio-economy, culture and environment in the short-term and long-term?

## SECTION 3: PROJECT GOAL ALIGNMENT

*Please select the goal(s) and objectives you aim to address through your project. You do not have to address all goals and objectives, but the more you can address the more competitive your application will be. You must address at least one goal and at least one of its objectives. **\*\*If you select goals and objectives in Goal 5, you MUST select at least one other goal and its objectives\*\*** Please explain how you will address these goals and objectives in the section provided below each goal checklist. Also provide any supporting evidence of your ability to address the goals and objectives you select.*

### 35. GOAL 1: INCREASE VISITATION

- Increase sustainable visitation rates
- Increase repeat stays
- Increase extended stays
- Increase visitor spending at the destination
- Bring visitor experience or service to market readiness

*Please describe how you will meet the goals and objectives you've selected above.*

### 36. GOAL 2: IMPROVE OR ENHANCE THE VISITOR AND RESIDENT EXPERIENCE

- 2.1 Increase positive reviews from tourists
- 2.2 Increase positive reviews from residents and enhance community's quality of life via tourism (re)development
- 2.3 Increase accessibility for residents and tourists
- 2.4 Provide visitor-oriented services that are open for use to the public and not limited to private membership
- 2.5 Ensure resident support for tourism development through collaboration
- 2.6 Ensure cultural respect and sensitivity in tourism development
- 2.7 Ensure high quality diversity and authenticity of interpretation to tourists
- 2.8 Support legacy opportunities, including the enhancement of existing tourism infrastructure or new construction e.g. visitor facilities and attractions

*Please describe how you will meet the goals and objectives you've selected above.*



37. GOAL 3: SPUR ECONOMIC GROWTH AND CAPACITY OPPORTUNITIES FOR RESIDENTS

- 3.1 Increase capacity building efforts in tourism development at the destination
- 3.2 Create tourism-related jobs
- 3.3 Diversify the local tourism economy
- 3.4 Expand the creative economy

*Please describe how you will meet the goals and objectives you've selected above.*

38. GOAL 4: INCREASE NATIONAL AND GLOBAL RECOGNITION OF NEW MEXICO AS A SUSTAINABLE TOURISM DESTINATION

- 4.1 Aid in destination recovery, emergency preparedness and resiliency
- 4.2 Diversify the wider, local economy
- 4.3 Support a thriving tourism economy
- 4.4 Increase visitor experience and/or services within a community or region
- 4.5 Foster sustainable tourism development that ensures a balance between economic, social, cultural and environmental values
- 4.6 Measure, monitor and/or assess tourism impacts and risks at the destination level across economic, social, cultural and environmental assets
- 4.7 Increase the competitiveness of New Mexican visitor experiences and services as well as exposure of New Mexican communities as desired by the communities
- 4.8 Spur private-sector investment in new and enhanced visitor experiences and services state-wide
- 4.9 Create sustainable tourism jobs and economic activity in communities state-wide

*Please describe how you will meet the goals and objectives you've selected above.*

39. GOAL 5: INCREASE POSITIVE IMPACTS ON THE LOCAL ENVIRONMENT WHILE DECREASING NEGATIVE IMPACTS

- 5.1 Utilize green, ethically, responsibly and sustainably sourced goods, materials and labor for tourism (re)development
- 5.2 Rehabilitate, restore, rewind and/or revegetate any disturbed areas caused by the tourism infrastructure project with local, native species
- 5.3 Ensure minimal disturbance to local, native wildlife and flora/habitat in tourism (re)development
- 5.4 Engage with local and Indigenous experts as well as other relevant experts and community stakeholders in the safeguarding
- of local biodiversity throughout the project's development and management

*Please describe how you will meet the goals and objectives you've selected above.*

Please provide any relevant supporting documentation you may have (e.g. photos, media, promotional strategies, support letters, MOUs, plans, blueprints, studies, surveys, case studies from other destinations you plan to implement, etc.). – UPLOAD

## SECTION 4: PROJECT FUNDING, BUDGET & TIMELINE

40. How much are you asking for this project?

41. Please provide a budget in the table below. Provide a full, complete, and **itemized** budget for the project in the upload section below that elaborates upon, and corresponds to, the following table.

*Please refer to the DFG guidelines for a list of general requirements and eligible expenditures as well as specific requirements and expenditures for your project's Tier/Track.*

Anticipated Expenditure	Anticipated Expenditure Cost

42. Please upload your **full and itemized** budget below. (mandatory)

Please also provide any files or links that might help illustrate some of the lesser-known items in your budget – UPLOAD  
(optional)

43. Are you able to meet the 5% match as specified in the guidelines and if relevant to the track to which you are applying? If not, please indicate if you will apply for hardship and waive the 5% match.

- Yes, I am able to meet the 5% match
- No, I am not able to meet the 5% match and wish to apply for hardship and waive the match
- I am able to provide a greater than 5% match. Please specify the match amount you are able to meet
- Not applicable - Tier I B Programming does not require a match

If you are able to meet or exceed the 5% match, please provide a Resolution of Sponsorship from a governing entity and/or a signed letter by the primary applicant and/or budget authority for the project indicating the 5% match or greater availability. - UPLOAD

If you are not able to meet the match and are applying for hardship (match waiver) please upload a signed statement attesting to this effect.

44. List all current project funding, including source, amount, purpose and conditions of the funds, and any additional relevant information.

45. Describe the projected timeline and milestones as well as any estimated risks, impacts and adjustments for the project in the short and long term. Please identify the project's current status within the timeline. If this application is for one phase of a larger project, provide the timeline for this phase and for the completion of the larger project. Please use the text box below to explain your project's current status as well as any other information you would like to share that is not illustrated in your timeline in the table below. If you do not utilize all sections of the table, please enter N/A.

Milestones	Anticipated Risks	Anticipated Impacts	Stakeholders Involved

## SECTION 5: DOCUMENT UPLOAD CHECKLIST

For your reference, please use the checklist below to ensure that you have uploaded all the required documentation in the specified fields in the application above for the Tier/Track you are applying for. Please refer to the grant guidelines as well as the document upload checklist on our website for more information.

### REQUIRED DOCUMENTATION

- Proof of eligibility (W9s, W9 subs, etc.).
- Proof of ICIP project.
- (Tier I Applicants Only) Evidence of your project's "shovel-worthiness" (e.g. quotes, signed contracts/agreements, signed letters of commitment/approval, preliminary maps, etc.).

- (Tier II Applicants Only) Evidence of completing Tier I or similar a.k.a "shovel-readiness" (e.g. preliminary studies, reports and maps, signed letters of commitment/approval, lease agreements (if applicable), zoning (if applicable), public easement, right of way and other legal compliance documents, etc.).
- Evidence of community and other relevant stakeholder support (e.g. signed letters of support).
- (Tier IA and Tier II Applicants Only) A Resolution of Sponsorship from a governing entity and/or a signed letter by the primary applicant and/or budget authority for the project indicating the 5% match or greater availability. If you are not able to meet the match and are applying for hardship (match waiver) please upload a statement attesting to this effect.
- An itemized budget.
- Even though it is not an upload, please ensure that you have completed the budget table and milestone timeline table above in your application.

#### **OPTIONAL UPLOADS - BUT HIGHLY ENCOURAGED**

*Please refer to the specified fields in the application above to upload the following documents.*

- Copy of community's economic/comprehensive and/or destination development plan.
- Further documentation, e.g. any maps, zoning surveys, environmental studies, and other related plans and documents that convey the environmental and cultural sustainability of the project's proposed location.
- Any marketing materials, mock-ups and the like that may have already been developed.
- Any data that may have already been collected that is relevant to this project and its sustainable management.
- Any relevant supporting documentation you may have to address and support your specified goals and objectives above (e.g. photos, media, promotional strategies, support letters, MOUs, plans, blueprints, studies, surveys, case studies from other destinations you plan to implement, etc.).

#### **ADDITIONAL DOCUMENTATION**

*Additional Documentation not referenced in the application above can include:*

- Benchmark/SWOT analysis of your project or other, similar projects.
- Any additional photos, news stories, media, branding or marketing concepts or similar either of your project or of similar ones done elsewhere.
- A community socio-economic and socio-cultural management plan.
- A community environmental management plan.
- Any other relevant, local community business and action plans that are in effect or are in the process of being made.

If awarded funding, I agree to report on my project's progress and budget as outlined in the executed grant agreement to be completed upon award. I also agree to inform NMTD if budgets, milestones, and timelines change. I also agree to report any other adjustments and plan improvements made to the project to NMTD. I agree to provide data-driven reports regarding the positive and negative impacts the project incurs across the social, cultural, economic, and environmental assets of the site and wider community.

Signature

Date

/ / (YYYY/MM/DD)

SAMPLE APPLICATION