New Mexico
Clean and Beautiful
FY25 Grant Application

February 27, 2024
Webinar Housekeeping Rules

- Please type your questions in the chat.

- Questions will be answered at the end of the presentation.

- Please make sure your microphones and cameras are off during our presentation.

- A recording of this presentation will be available at: https://www.newmexico.org/industry/work-together/grants/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, local 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.
Application

Grants are available for New Mexico

- Municipalities
- Counties
- Tribal Governments
- Local Governments

25% match required through

- donated goods or services
- government costs
- and/or volunteer hours

*(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.)*
Program Goals

1. End Littering
2. Reduce Waste
3. Beautify Communities
4. Empower Youth
5. Increase Program Capacity
Goal 1 – End Littering
Goal 1 – End Littering

Objective 1.1 – Prevent littering

Examples:
- Education and outreach
- Litter Prevention and signage
Goal 1 – End Littering

Objective 1.2 – Provide access to proper waste disposal.

Examples:

- Receptacles
  - Trash
  - Pet Waste
  - Sharps
- Free Dumpster Days
Goal 1 – End Littering

Objective 1.3 – Remove litter.

Examples:

- Clean-up Supplies
  - Bags
  - Gloves
  - Safety Supplies

- Litter recovery along waterways
Goal 2 – Reduce Waste
Goal 2 – Reduce Waste

Objective 2.1 – Reuse.

Examples:
- Volunteer Incentives
- Promotional Materials
- Water Bottle Refill Stations
Goal 2 – Reduce Waste

Objective 2.2 – Repair.

Examples:
- Fix-It Clinics
- Tool Libraries
Goal 2 – Reduce Waste

Objective 2.3 – Repurpose.

Examples:
- Recycled Art Competitions
- Recycled Art Sculptures
- Recycled Fashion Shows
Goal 2 – Reduce Waste

Objective 2.4 – Improve composting and sustainable organics management.

Examples:
- Backyard Composting Initiatives
- Victory Garden Composting
Goal 2 – Reduce Waste

Objective 2.5 – Improve recycling and sustainable materials management.

Examples:

- Traditional Recycling
  - Receptacles
  - Recycle Right PSAs
- Electronic Waste Recycling Drop-off
- Hard-to-Recycle Materials
- Recycled Benches & Picnic Tables*

*Complemented by educational messaging.
Goal 3 – Beautify Communities
Goal 3 – Beautify Communities

Objective 3.1 – Improve green spaces through sustainable park design.

Examples:
- Sustainable Landscaping
- Pollinator Gardens
- Rain Gardens
- Restricted Area Signage
Goal 3 – Beautify Communities

Objective 3.2 – Maximize sustainable landscaping throughout communities.

Examples:
- Landscaping of:
  - Mainstreet
  - Roadways
- Tourism Assets
- Beautification Awards
  - Residential & Business
- Adopt-A-Spot
Goal 3 – Beautify Communities

Objective 3.3 – Prevent graffiti.

Examples:
- Community Murals
Goal 3 – Beautify Communities

Objective 3.4 – Eradicate graffiti.

Examples:
- Graffiti Removal Tools
Goal 4 – Empower Youth
Goal 4 – Empower Youth

Objective 4.1 – Educate students.

Examples:

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

*Community Gardens, School Composting, Shade Trees, Receptacles, Recycled Benches, or Tables
Goal 4 – Empower Youth

Objective 4.2 – Provide service opportunity for youth groups.

Examples:
- Youth Groups as Subcontractors
Goal 4 – Empower Youth

Objective 4.3 – Employ youth interns.

Examples:
- 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:
- Youth Leadership Councils
Goal 5 – Increase Program Capacity
Goal 5 – Increase Program Capacity

Objective 5.1 – Recruit and engage volunteers.

Examples:
- Volunteer Incentive Programs
Goal 5 – Increase Program Capacity

Objective 5.2 – Build coalitions through professional affiliations.

Examples:
- 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:
- Keep America Beautiful Conference
- Other Professional Development Opportunities
How to Apply
How to Apply

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

Supported browsers are:
• Chrome
• Firefox
• Safari
• Microsoft Edge

Today’s webinar can be accessed at:  
https://www.newmexico.org/industry/
Benefits of the Clean and Beautiful Program

Clean and Beautiful grantees will receive:

- Grant Funding to implement Clean and Beautiful projects
- Assistance from New Mexico Tourism Department and Advisory Committee’s Regional Representatives
- Professional Network of Clean and Beautiful communities
How To Strengthen Your Project

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
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.
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
Application Cycle Dates

The application cycle for Fiscal Year 25 (July 1, 2024 – June 30, 2025)

• Opens: Tuesday, March 5, 2024, at 8 A.M

• Closes: Friday, April 5, 2024, at 5 P.M.
For more information please email us!
grantinfo@td.nm.gov

Clean and Beautiful Resources Page – Survey Monkey Apply

New Mexico Tourism Department Clean and Beautiful – Industry Site