New Mexico Tourism Department
FY25 Clean and Beautiful Grant – Panel Review Process

**Review #1 – Administrative Review**

<table>
<thead>
<tr>
<th>Who</th>
<th>Clean and Beautiful Program Coordinator, NMTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>What</td>
<td>All FY25 applications are reviewed for eligibility.</td>
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Guiding Questions:
- Is this entity eligible for funding?
- Did the applicant demonstrate the 25% proof of match requirement?

**Review #2 – Initial Review**

<table>
<thead>
<tr>
<th>Who</th>
<th>Clean and Beautiful Program Coordinator, NMTD Tourism Development Director, NMTD Impressions and Fulfillment Director, NMTD Research Economist, NMTD Clean and Beautiful Management Analyst-A</th>
</tr>
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<tr>
<td>What</td>
<td>Applications are divided among panelists for initial review in preparation for Review #3.</td>
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Guiding Questions:
- Do the proposed projects contribute to the goals and objectives of the Clean and Beautiful program?
- Do the project expenditures contribute to the activities outlined in the project summary?
- If requesting funds to attend the KAB National Conference, is the entity in good-standing?
- Determine project impact based upon the statement of need, anticipated outcomes, and promotional strategy.

The following will strengthen project proposals:
- Recruiting Volunteers for Project Implementation
- Leveraging Additional Partnerships and Coalition Building
- Community-Led Development and Long-Term Planning Alignment
- Supporting the Development of the Tourism Economy
- Climate Adaptation and Mitigation Strategies

**Review #3 – Panel Discussion**

<table>
<thead>
<tr>
<th>Who</th>
<th>Clean and Beautiful Program Coordinator, NMTD Tourism Development Director, NMTD Impressions and Fulfillment Director, NMTD Research Economist, NMTD Clean and Beautiful Management Analyst-A</th>
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<tr>
<td>What</td>
<td>All FY24 applications will be reviewed, and proposals discussed by the panel.</td>
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**Process**

Round #1:
- Clean and Beautiful Program Coordinator and Panelist assigned to each application will lead the discussion.
- Guiding questions and projects impact criteria will be assigned to each application will lead the discussion.
- Guiding questions and project impact criteria will be utilized to facilitate discussion.
- Recommendations for initial funding will be determined by Panel.

Round #2:
- The Panel will scale back projects based upon project impact and determine funding priorities.

Round #3:
- All funding requests will be scaled equally based upon the total amount of funding available.