

New Mexico Tourism Department

FY25 Clean and Beautiful Grant – Panel Review Process

REVIEW #1 – ADMINISTRATIVE REVIEW	
Who	Clean and Beautiful Program Coordinator, NMTD
What	All FY25 applications are reviewed for eligibility.

Guiding Questions	<ul style="list-style-type: none"> ○ Is this entity eligible for funding? ○ Did the applicant demonstrate the 25% proof of match requirement?
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REVIEW #2 – INITIAL REVIEW	
Who	<ul style="list-style-type: none"> • NMTD Clean and Beautiful Coordinator • NMTD Tourism Development Director • NMTD Impressions and Fulfillment Director • NMTD Research Economist • NMTD Clean and Beautiful Management Analyst-A
What	Applications are divided among panelists for initial review in preparation for Review #3.

Guiding Questions	<ul style="list-style-type: none"> ○ 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.
Project Impact	<p><u>The following will strengthen project proposals:</u></p> <ul style="list-style-type: none"> ○ 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	
Who	<ul style="list-style-type: none"> • NMTD Clean and Beautiful Coordinator • NMTD Tourism Development Director • NMTD Impressions and Fulfillment Director • NMTD Research Economist • NMTD Clean and Beautiful Management Analyst-A
What	All FY24 applications will be reviewed, and proposals discussed by the panel.

Process	<p><u>Round #1</u></p> <ul style="list-style-type: none"> ○ 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. <p><u>Round #2</u></p> <ul style="list-style-type: none"> ○ The Panel will scale back projects based upon project impact and determine funding priorities. <p><u>Round #3</u></p> <ul style="list-style-type: none"> ○ All funding requests will be scaled equally based upon the total amount of funding available.
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