

Tourism Event Growth & Sustainability Grant Program FY25 Webinar

March 15, 2024



Welcome and General Reminders

Thank you for being here!

- ❖ Submit questions at anytime via Chat
- ❖ Questions will be answered at the end of the presentation
- ❖ This Webinar is being recorded and will be on the NMTD Industry website shortly after the conclusion of the program
- ❖ Please make sure your microphones and cameras are off during the presentation

Background



- ❖ This program provides technical assistance, marketing, and sponsorship to qualified tourism events within New Mexico to support their growth and sustainability.
- ❖ In FY24, the program more than doubled FY23's investment awarding a total of \$462,692 in grant funding for 34 tourism-related events scheduled between August 2023 – August 2024 across 17 New Mexico communities including 3 tribal events/communities.

One Program – Three Options

❖ *Accelerator*

- ❖ Up to \$5,000 to execute approved deliverables

❖ *CoOp Event Marketing*

- ❖ Up to \$10,000 in 2:1 matching investment with NMTD to market event

❖ *Event Sponsorship*

- ❖ Up to \$50,000 in NMTD sponsorship of event

Who is Eligible to Apply?

- ❖ Nonprofit Organizations
 - ❖ Can be own fiscal agent
 - ❖ Must be in good standing with NM Secretary of State and NM Department of Justice (Attorney General's Office)
- ❖ For-Profit Organizations
 - ❖ Must partner w/nonprofit or government entity as fiscal agent
- ❖ Municipalities & Counties
 - ❖ Can be own fiscal agent
- ❖ Tribal Governments
 - ❖ Can be own fiscal agent

Eligible Events Do *ALL* the Following:

drive
OUT-OF-STATE
travel



drive
IN-STATE
travel resulting in
OVERNIGHT STAYS



provide an
EXPERIENCE
aligned with the
NEW MEXICO TRUE
brand

NEW MEXICO  **TRUE**

General Information

Applicants must identify an eligible event and an eligible fiscal agent **IF** the eligible event is a for-profit event.

There are no matches required by the program for the Accelerator and Sponsorship Tracks.

The CoOp Events Marketing track does require a 2:1 matching investment from NMTD and the awardee/partner.

FY24 TEGS Events

❖ Accelerator Track

- ❖ 8750' BBQ & Music Festival
- ❖ Aspencade Music & Arts Festival
- ❖ Chama Valley Arts Festival and Studio Tour
- ❖ Farmhouse Ale Event/Bernaillo Blues Festival
- ❖ Great American Duck Race
- ❖ Nakotah LaRance Youth Hoop Dance Championship
- ❖ Storytelling Festival – Taos
- ❖ Tommy Knocker 10 – Santa Clara
- ❖ Tour de Acoma
- ❖ Traditional Spanish Market



FY24 TEGS Events

❖ CoOp Track

- ❖ Bernalillo Indian Arts Festival
- ❖ Clovis Music Festival
- ❖ Day of the Tread
- ❖ Fiesta Latina – Silver City
- ❖ IndigenousWays Festival
- ❖ Los Alamos ScienceFest
- ❖ Mariachi Spectacular de Albuquerque
- ❖ Smokin' on the Plaza – Lovington
- ❖ UFO Festival



FY24 TEGS Events

❖ Sponsorship Track

- ❖ Albuquerque International Balloon Fiesta
- ❖ CURRENTS New Media 2024
- ❖ Festival Flamenco Albuquerque
- ❖ Gathering of Nations Powwow
- ❖ International Folk Art Market
- ❖ Las Cruces International Film Festival
- ❖ Native Treasures Art Market
- ❖ New Mexico Wine Festival
- ❖ The Paseo 2023 – Taos
- ❖ Santa Fe Indian Market
- ❖ Santa Fe International Film Festival
- ❖ Santa Fe Wine & Chile Fiesta
- ❖ Up & Over 10K Trail Run
- ❖ The Burning of Zozobra 100th Celebration



Event Accelerator Track



Event Accelerator Track

The purpose of the Event Accelerator is to build and improve events to help them grow and/or to ready them for the TEGS Sponsorship Track

- ❖ NMTD technical assistance may include on-site assessments and online discoverability assessments.
- ❖ Events may receive up to \$5,000 to implement NMTD-approved deliverables.
- ❖ Funds given through the accelerator are reimbursement-based; eligible expenses up to the agreed-upon amount will be paid by NMTD.

Accelerator Events Should Have:

- ❖ Event success or a successful track record
 - ❖ *Young events may be considered based on the quality of the event and media strategy*
- ❖ Local community commitment to the event
- ❖ Potential to develop to the point of eventual sponsorship

CoOp Events Marketing Track



CoOp Track Details

Secures marketing and advertising to **drive attendance** to events through a 2:1 matching investment program in which awarded entities choose from a Smart Select Marketing menu of options for an award up to \$10,000. To participate in this track events must have:

- ❖ Digital Access to Website
- ❖ Social Media Accounts
- ❖ Strategic Marketing Plan
- ❖ Available Marketing Dollars

CoOp Advertising



CoOp Funds are ideally used for advertising outside of New Mexico.

As a rule of thumb, advertising cannot be located within 60 miles of the event location and preferably exceeds that range.

All advertising **must** be co-branded with New Mexico True.

Event Sponsorship Track



Sponsorship Track Details

Provides up to \$50,000 in sponsorship based primarily on event attendance and provides the opportunity to co-brand event with New Mexico True.

<i>TIER</i>	<i>MAX AWARD</i>	<i>TYPICAL ATTENDEES</i>
1	\$5,000	Up to 4,999
2	\$10,000	5,000-9,999
3	\$20,000	10,000-24,999
4	\$30,000	25,000-49,999
5	\$50,000	50,000+

Sponsorship Eligibility

Sponsorship received must be used to grow the event's visitation and economic impact.

The organization also should:

- ❖ Demonstrate marketing & advertising potential
- ❖ Posses a media/communications plan
- ❖ Have data showing growth & indicating event is successful enough to attract sponsors
- ❖ Possess a website & social media strategy
- ❖ Have a marketing budget
- ❖ Have proof of community support of event

Application Timeline

STEP 1
IDENTIFY

- Eligible Event
- Fiscal Agent

STEP 2
APPLY

- Opens March 18 @ 8AM
- Closes April 16 @ 5PM

STEP 3
AWARDS

- Award letters out late May or early June

General Application Guidelines

- ❖ Applicants may use one application to express interest in any or all tracks of the program. Applicants who express interest in more than one track will be placed into the most appropriate track by NMTD
- ❖ One entity may apply for multiple events by completing an individual application for each event
- ❖ May – September 2024 events may apply for this FY25 grant program cycle in support of the 2025 event edition

Documents Needed

To successfully complete the application, you will need:

- ❖ Letters of support from community stakeholders
- ❖ Multi-year budget and/or financial plan
- ❖ List or schedule of event's current programming
- ❖ Event Media Plan – *if applicable*
- ❖ Strategic Marketing Plan – *if applicable*

Applicants will need to provide as much event data as possible for past event editions

Online Resources



[Tourism Event Growth & Sustainability Program \(TEGS\) \(newmexico.org\)](https://newmexico.org)

- ❖ Complete list of FY25 Grant Guidelines
- ❖ Grant Application Definitions List
- ❖ A sample copy of the Application
- ❖ This webinar and slides will be available after 3/15
- ❖ For questions, please email us at grantinfo@td.nm.gov

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/>



Question & Answer Segment



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