

FY26 Destination Forward

Grant Program Webinar – March 6, 2025

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Welcome & Reminders

- Submit questions at anytime via Q&A
- Questions will be answered at the end of the presentation
- This Webinar is being recorded and will be available on the NMTD Industry website - [New Mexico Tourism Department - Industry](#)

Vision:

*Be the primary destination
for venturesome travelers.*

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Mission:
*Grow New Mexico's economy
through tourism.*

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Tourism *Marketing* makes a
promise of “Adventure Steeped in
Culture” through quality brand
impressions.

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**Tourism *Development* delivers on
our promise through quality
amenities, attractions and access.**

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Destination Forward Program

This is a competitive grant that supports the long-term destination development and rejuvenation of community-based, sustainable ***tourism infrastructure*** projects across New Mexico. The program is a result of NMTD collaborating with the seven Councils of Government in New Mexico.



Route 66 East Gateway Neon Sign - Albuquerque

Guiding Principles:

- Destination Forward projects demonstrate the ability to:
 - increase visitation,
 - increase capacity, and/or
 - improve the visitor experience

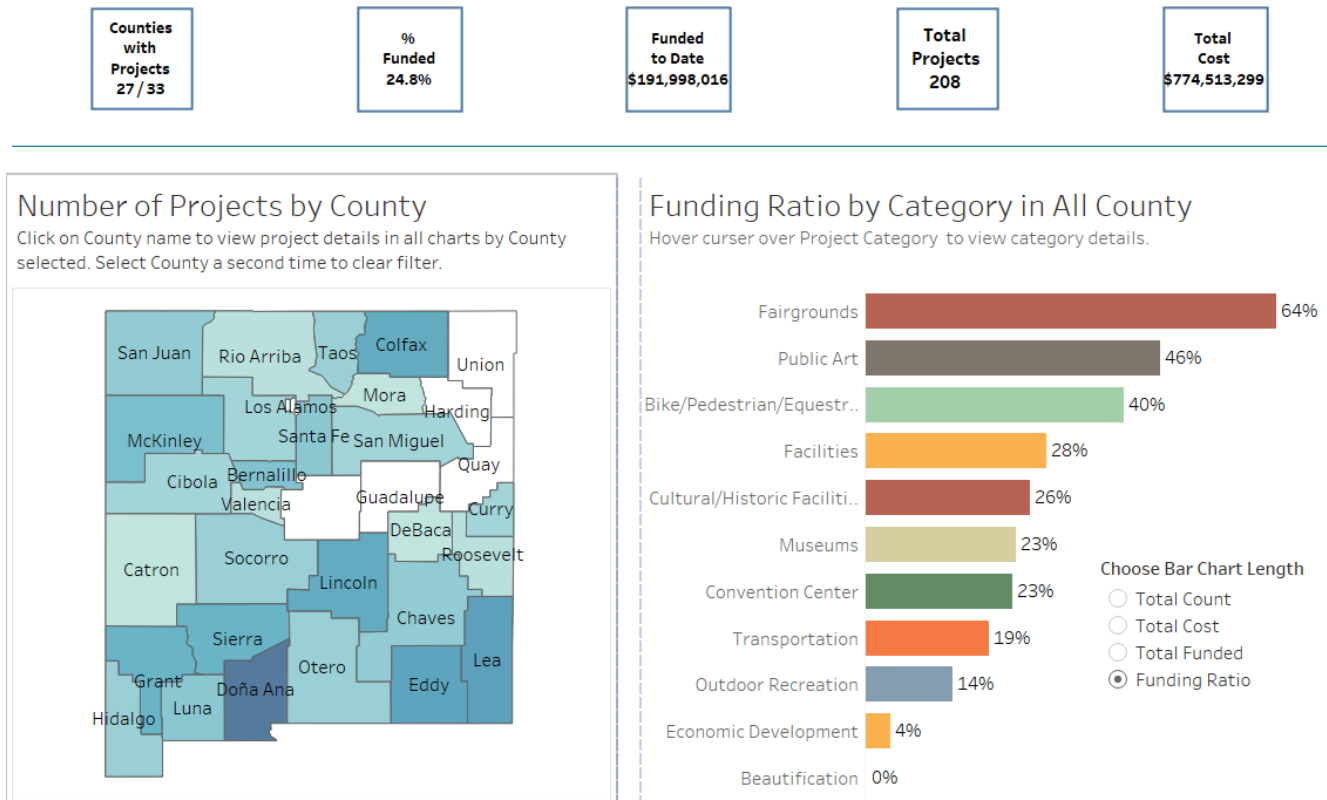
Tourism Infrastructure

The total economic impact of tourism in New Mexico in 2023 was \$11.6 billion of which \$8.6 billion was direct spending.

- New Mexico saw 41.8 million visitors in 2023, a 1.2% increase
- 93,200 NM jobs were sustained by tourism
- \$810.7 million in state and local tax revenues generated by tourism

Tourism Infrastructure Dashboard

To remain competitive, it is critical that the state focus strategically on improving tourism-related assets by investing in the infrastructure that our visitors and our residents enjoy.



Dashboard

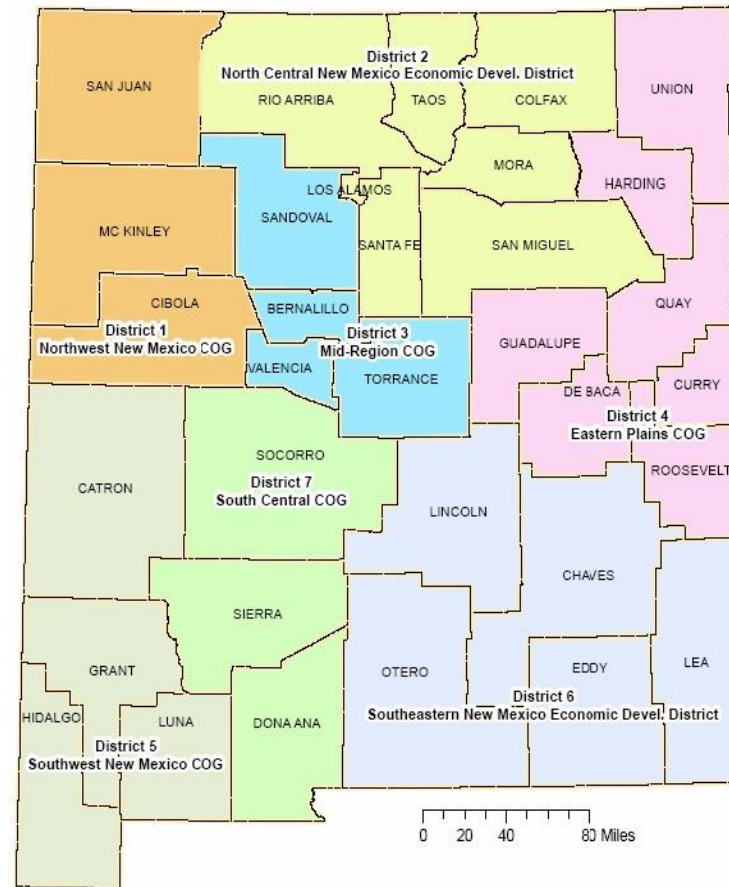
Track the progress of tourism-related infrastructure projects by county, project type, project cost and more.



www.NMtourism.org

Councils of Government

To have a capital outlay project listed in the Tourism Infrastructure Dashboard please work with your local COG and the New Mexico Department of Finance and Administration's Capital Outlay Projects Bureau – map below:



State Planning and Development Districts
in New Mexico

Grant Program Purpose

The purpose of the Destination Forward Grant Program is to support the development and implementation of tourism infrastructure projects throughout New Mexico.

Who is eligible to apply?

- Local Governments, including special districts
- Tribal Governments
- Municipalities

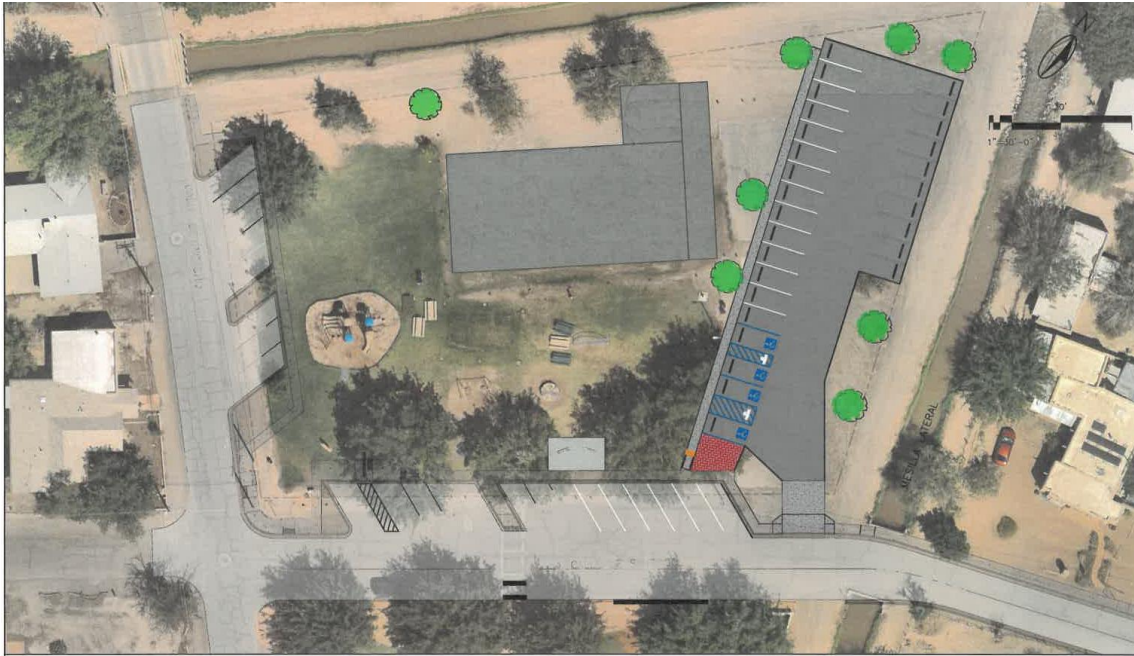
Destination Forward Goals

The Destination Forward Grant aims to adhere to its commitments to communities and the environment by delivering on five main goals:

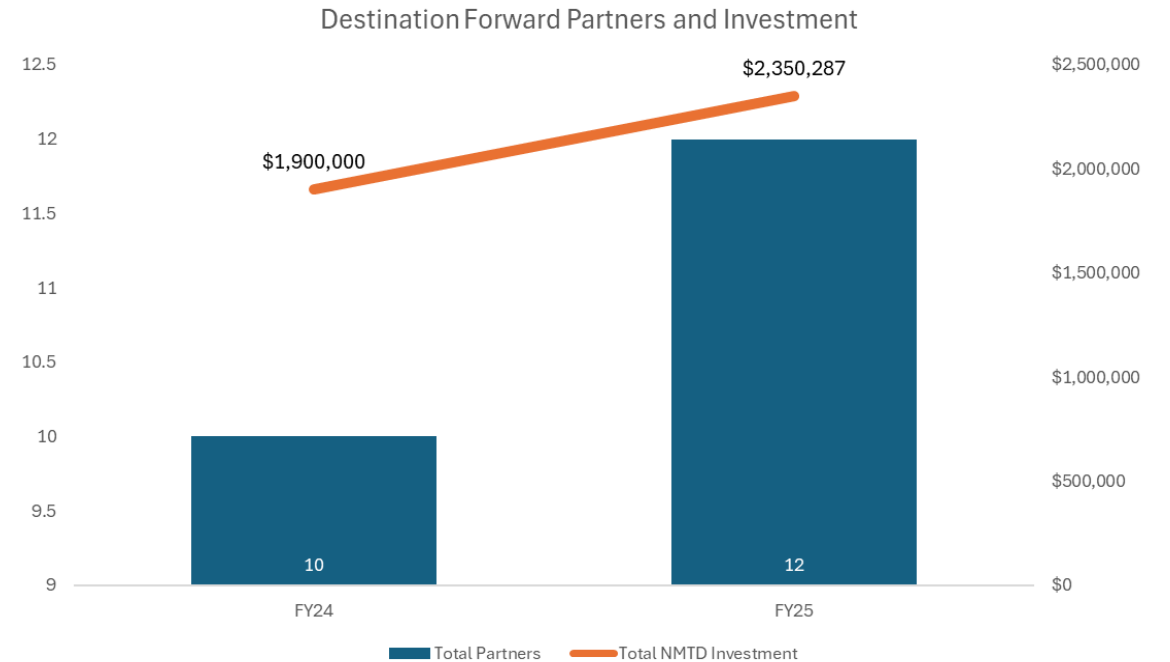
- Increase visitation
- Improve or enhance the visitor and resident experience
- Spur economic growth and capacity opportunities for residents
- Increase national and global recognition of New Mexico as a sustainable tourism destination
- Increase positive impacts on the local environment while decreasing negative impacts

Destination Forward Program

In FY25 the Destination Forward program awarded \$2.35MM in grant funding for 12 tourism-related infrastructure projects, statewide.



Town of Mesilla Calle de Santiago Parking Lot Improvement



Destination Forward Partners

The 11 Destination Forward projects awarded this fiscal year support 9 communities around the state and provide partial funding for 8 Infrastructure Capital Improvement Plan (ICIP) projects.

- **City of Albuquerque** – Expanding Interactivity on Route 66 in Albuquerque, \$200,000
- **City of Albuquerque** - Route 66 Neon East Gateway Sign, \$328,800
- **City of Carlsbad** – Museum Archive and Collections Annex Renovation, \$100,000
- **City of Clovis** – Hillcrest Park & Zoo Improvements & Wayfinding, \$17,000
- **City of Raton** – Convention Center Elevator Modernization Project, \$121,718
- **City of Santa Fe** – Tourism Santa Fe Feasibility Study Open Air Performing Arts Center, \$40,000
- **City of Socorro** - RV Park Improvements, \$220,000
- **International Balloon Museum** Theatre, \$50,000
- **Taos County** – Historic Courthouse Restoration Project & Visitors Center, \$500,000
- **Town of Mesilla** - Calle de Santiago Parking Lot Improvement, \$150,000
- **Town of Red River** - Conference & Visitor Center Snow Melt Repair, \$39,769



Tourism Infrastructure Project Ideas

- (Re)Development of historic assets
- Camping and RV-related accommodation
- Visitor Information Centers and their improvements
- Beautification and conservation for tourism purposes
- Dark Skies viewing areas
- Agritourism farms, food trails, or other relation facilities
- Innovative (re)developments leveraging technology to showcase authentic NM culture
- Fairgrounds, convention centers/facilities, performance venues and other event spaces and venues

Eligible Projects Will:

- Be ***shovel ready*** – have completed the planning and design phase and can begin construction in near future
- Be ***shovel worthy*** – have begun the planning and design phase of the project and have demonstrated the support(Re)Development of historic assets
- Align with fund goals and objectives
- Align with region's economic/comprehensive or other regional development plan

Grant Structure

The grant offers a two-tier system for applying:

- Tier I A: Planning & Design – up to \$100,000
- Tier I B: Programming – up to \$50,000
- Tier II A: Construct & Equip – up to \$500,000
- Tier II B: Renovate & Modernize – up to \$500,000

General Grant Requirements

- Projects must be compliant with local zoning, protected areas, and cultural heritage.
- Projects should provide long-term financial benefit and public access to the community.
- Applicants must demonstrate capacity for ongoing monitoring of the site.
- Projects should generate value over a long period of time.
- Projects should include long-term intangible and tangible assets and investments.

Grant Match Requirements

- Projects should be able to match up to 5% of eligible expenditure for Capital Outlay Projects.
- A “Resolution of Sponsorship” from a governing body or an official, signed letter from the primary applicant and/or budget authority indicating the availability of the match.
- Applicants that provide a greater match than 5% may be given preference.
- If unable to meet the 5% match, the applicant may indicate their intention to apply for hardship/match waiver in the application.

Strengthen Application

- Projects on the State of New Mexico's DFA Infrastructure Capital Improvement Plan (ICIP) may be given additional preference.
- Community/Regional collaboration via plans, letters, etc.
- Optional documents listed on the Document Upload Checklist.

The screenshot displays the NMDFA Infrastructure Capital Improvement Plan (ICIP) Dashboard. The header includes the New Mexico Department of Finance and Administration logo, the dashboard title, and the current fiscal block (2025-2029). A 'Filter Your View' section allows users to filter by Fiscal Year, County, Entity, Fiscal Agent, and Project Cost. The main content area is divided into two sections: a list of projects and a detailed view for a selected project.

Project List (Left):

| Project ID | Project Title | Fiscal Year |
|------------|---|-------------|
| 9564 | Clovis Industrial Park-Street Lights/Signs | 2025 |
| 9567 | Broadband Infrastructure | 2025 |
| 9570 | Littletown Chp New Laundromat | 2026 |
| 9576 | Manuelito Chp Manuelito Canyon Road Improvme... | 2025 |
| 9578 | Gadli ahj/To Koi Chp New Housing Tract | 2027 |
| 9580 | Heritage Rodeo Arena Improvements | 2027 |
| 9583 | City-wide Beautification Effort | 2025 |
| 9586 | Whithorse Lake Chp Assemble Economic Developm... | 2025 |
| 9606 | Planning Grants Asset Management | 2025 |
| 9612 | Two Grey Hills Chp Economic Trct Infrastructure Dev | 2025 |
| 9622 | Tourism Business Ctr. | 2027 |
| 9625 | Improvements to Civic Center Complex | 2025 |
| 9641 | Downtown Improv Santa Rosa | 2025 |
| 9647 | Two Grey Hills Chp New Gas Station | 2025 |
| 9648 | Two Grey Hills Chp New Laundromat | 2025 |
| 9649 | Two Grey Hills Chp New Car Wash | 2025 |
| 9661 | Red Lake 18 Chp Community & Economic Master Pl... | 2025 |
| 9671 | City-Raton Multi-Use/Expo Center | 2027 |
| 9675 | New Econ Dev Infrastructure | 2025 |
| 9690 | Naschitti Chp Laundromat Addition | 2027 |
| 9740 | Business Park Development | 2025 |
| 9741 | Land Recovery | 2027 |
| 9755 | Main St Economic Development Infrastructure | 2025 |
| 9790 | Replacement of Solid Waste Heavy Equip | 2025 |
| 9794 | City Demolition Project | 2025 |
| 9825 | Auto Fuel/CNG Purchases | 2025 |
| 9839 | Solid Waste Improvements | 2025 |
| 9846 | Purchase Solid Waste Transport Trailers | 2025 |
| 9865 | Pueblo Pintado Chp New Solid Waste Trnsfr Stn | 2025 |
| 9875 | Red Valley Chp New Transfer Station | 2025 |
| 9884 | Counselor Chp New Solid Waste Transfer Stn | 2025 |
| 9940 | Solid Waste Recycle Program | 2027 |
| 9945 | Animal Shelter | 2025 |
| 9960 | Tecospos Chp NM-Transfer Station for Solid Was... | 2025 |
| 10030 | Tso Alnaotini Chp New Medical Ctr | 2025 |
| 10033 | Tohajiileo Chp Old Clinic Parking Lot | 2025 |
| 10035 | Thorau Chp New Wellness Center | 2025 |
| 10036 | Health Clinic Expansion | 2027 |
| 10067 | Colfax County Health Clinic Projects/Upgrades | 2025 |
| 10117 | Upper Fruitland Chp Walter Collins Addition | 2025 |
| 10164 | Coyote Canyon Chp New Bathroom Addns | 2025 |

Project Details (Right):

Project ID: 9622
Project Title: Tourism Business Ctr.

| Type | Rank | Year | Phases |
|------|------|------|--------------|
| New | 1 | 2027 | Single Phase |

| Total Cost | Funded to Date | Not Yet Funded | Difference |
|------------|----------------|----------------|------------|
| \$460,000 | \$0 | \$460,000 | \$0 |

| Water Rights | Right of Way | Acquisition | Archaeological | Environmental |
|--------------|--------------|-------------|----------------|---------------|
| \$0 | \$0 | \$30,000 | \$0 | \$0 |

| Planning | Design | Construction | Equipment |
|----------|----------|--------------|-----------|
| \$0 | \$30,000 | \$400,000 | \$0 |

Entity: San Ysidro
Category: Facilities - Or

Legislative Language:
To plan, design, acquire property and construct Business Center for San Ysidro in Sandoval County.

Scope of Work:
Plan, design and acquire property and construct building for tourism purposes and economic development. Village offers no tourism information to tourists. Village is Gate to Jemez/National Scenic Byway.

Application Review Process

- Eligibility **MUST** support the tourism sector, located in New Mexico and an eligible applicant/project according to the guidelines.
- How well does the project meet the Destination Forward Grant Program goals and objectives?
- Innovative approach to partnership and community building.
- Organizational capacity/shovel-readiness or shovel-worthiness.
- Measuring and reporting success and sustainability.

Reporting & Disbursement

- Reports on the project's progress and budget are required and will be outlined in the executed agreement if awarded. They will likely include a mid-point and final report.
- Depending on project phase there may be an up to a two-year program life cycle with this FY award – July 2025 – June 2027.
- Awardee must inform NMTD if budgets, milestones, and/or timelines change.
- Disbursement of award is typically 100% upfront.

Online Resources

Visit [Destination Forward Grant Program \(newmexico.org\)](https://newmexico.org)

- Complete list of FY26 Grant Guidelines
- Grant Application Document Upload Checklist
- A sample copy of the Application
- This webinar and slides will be available after 3/6
- For questions, please email us at grantinfo@td.nm.gov

FY26 Timeline

- **Monday, March 10** Application Opens @ 8:00am
- **Tuesday, April 8** Application Closes @ 5:00pm



How to Apply

Apply at:

<https://newmexicotourismdepartment.submittable.com/submit>

Supported browsers are:

- Chrome
- Firefox
- *Internet Explorer and older versions of Edge are not supported*

Questions?



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