# New Mexico Clean & Beautiful

FY26 Grant Application Welcome Webinar

KEEP NEW MEXICO - TRUE

# Webinar Housekeeping Rules

- Please submit your questions in the chat.
- Questions will be answered at the end of the presentation.
- This webinar is being recorded.

Webinar recording and presentation slides will be available shortly after the live webinar, to access please scan the QR Code.



## New Mexico Clean & Beautiful Team

## HOLLY KELLEY

Tourism Development Director Holly.Kelley@td.nm.gov



## **CHANTAL SANDOVAL**

Clean & Beautiful Program Manager Chantal.Sandoval@td.nm.gov



## **DELANA DU**

Clean & Beautiful Management Analyst Delana.Du@td.nm.gov

# Today's Agenda

### New Mexico Clean and Beautiful Program Overview

- Purpose
- Eligibility
- Program Goals & Objectives
- Application Tips
- How to Apply
- <u>Other Beautification Grant Opportunities</u>
  - NMDOT's Que Linda Grant Program
  - NMENV's RAID Grant Program

# New Mexico Clean and Beautiful



## KEEP NEW MEXICO 🔶 TRUE

The Purpose



# New Mexico Clean & Beautiful Program

### Purpose

The purpose of the New Mexico "Litter Control and Beautification Act" aims to reduce litter in the state by authorizing the New Mexico Tourism Department to run a state-coordinated plan to prevent, eliminate, and control litter.

### **Description**

The Clean & Beautiful Grant is a competitive grant that supports a statewide Keep America Beautiful program to prevent litter, improve recycling, and beautify New Mexico communities.



## Eligibility

### Grants are available for New Mexico

- Municipalities
- Counties
- Tribal Governments
- Units of Government
  - Public School Districts
  - Political Districts
  - Special Districts
  - State Agency
  - Other Local Entity / Units of Government

### 25% match required through

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



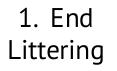
\*This is a competitive grant, whereas applications are subject to be funded in whole, in part, or not at all. Each application is individually reviewed by the Clean and Beautiful Grant Review Panel with careful consideration of relevance, need, and feasibility.

## KEEP NEW MEXICO 🔶 TRUE

Program Goals

## NMCB Program Goals







2. Reduce Waste



3. Beautify Communities

4. Empower Youth



5. Increase Program Capacity

### KEEP NEW MEXICO - TRUE

### **Objective 1.1 –** *Prevent littering*

- Education and outreach
- Litter Prevention and signage



## **Objective 1.2** – *Provide access to proper waste disposal.*

- Receptacles
- Pet Waste Receptacles
- Roll-Off Containers



## **Objective 1.3** – *Remove litter.*

- Clean-up Supplies
  - Bags
  - Gloves
  - Safety Supplies
- Litter recovery along waterways



## KEEP NEW MEXICO - TRUE

### **Objective 2.1** – *Reuse*.

- Volunteer Incentives
- Promotional Materials
- Water Bottle Refill Stations





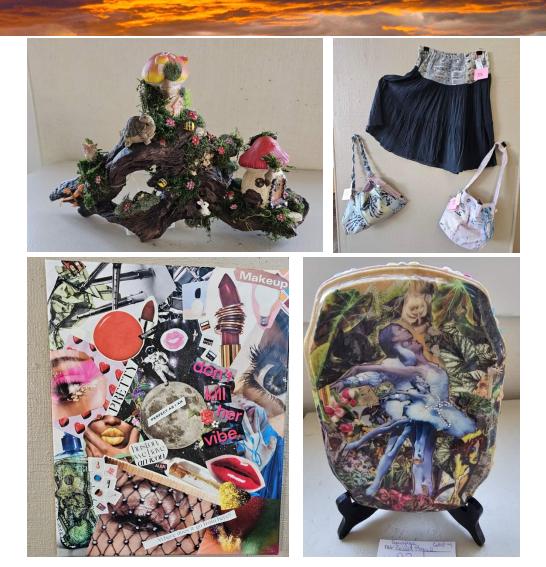
### **Objective 2.2** – *Repair.*

- Fix-It Clinics
- Tool Libraries



### **Objective 2.3** – *Repurpose*.

- Recycled Art Competitions
- Recycled Art Sculptures
- Recycled Fashion Shows



# **Objective 2.4 –** *Improve composting and sustainable organics management.*



- Backyard Composting Initiatives
- Victory Gardens
- Composting

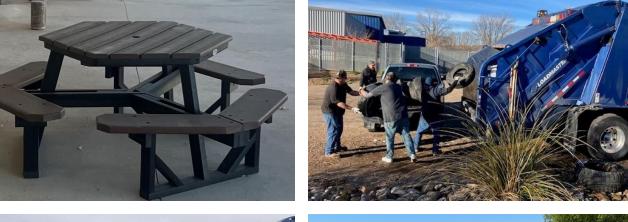


## **Objective 2.5 –** *Improve recycling and sustainable materials management.*

### Examples:

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

\**Complemented by educational messaging.* 









## **Objective 3.1** – *Improve green spaces through sustainable park design.*

- Sustainable Landscaping
- Pollinator Gardens
- Rain Gardens
- Restricted Area Signage



# **Objective 3.2 – Maximize sustainable landscaping throughout** *communities.*

- Landscaping of:
  - Mainstreet
  - Roadways
- Tourism Assets
- Beautification Awards
- Adopt-A-Spot







## **Objective 3.3** – *Prevent graffiti*.

### Examples:

• Community

Murals









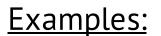
## **Objective 3.3** – *Eradicate graffiti*.



- Graffiti Clean-up Supplies
- Dumpster Painting



### **Objective 4.1** – *Educate students*.



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

\*Community Gardens, School Composting, Shade Trees, Receptacles, Recycles Benches, or Tables.





### **Objective 4.2 –** *Provide service opportunity for youth groups.*



### Examples:

• Youth Groups as Subcontractors.





## **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



## **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*.

- 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.**

- Keep America Beautiful Conference
- Other Professional Development Opportunities

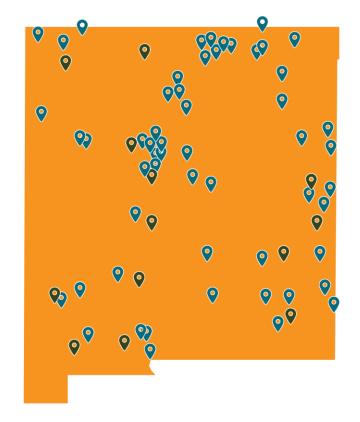




## **Benefits of Clean and Beautiful Program**

## **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



# **Application Tips**



## **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\*:

- Concrete
- Contract Services
- Landscape Design
- Promotional items
- Water Features

\*These expenditures may be eligible in <u>limited</u> amounts with clear justification.

## **Ineligible Expenditures**

### The Clean and Beautiful grant will <u>not</u> fund:

- Benches and tables made from nonrecycled material
- Disinfectant wipes
- Disinfectants & air fresher
- Fencing materials
- Food and/or drink
- Fuel
- Gardening tools
- Hardware for signage: trash receptacles & 

   Lighting benches, etc.

- Heavy machinery rentals
- Irrigation
- Labor (with the exception of youth subcontractors)
- Landscaping fabric
- Landscaping pavers
- Landscaping rock
- Leather and cotton gloves
  - Meeting Space

- Office Supplies
- On-going maintenance needs
- Playground equipment
- Rakes
- Shears
- Shovels
- Watering hoses
- Weed barrier & eradication spray
- Wheelbarrows

# How To Apply



## How to Apply

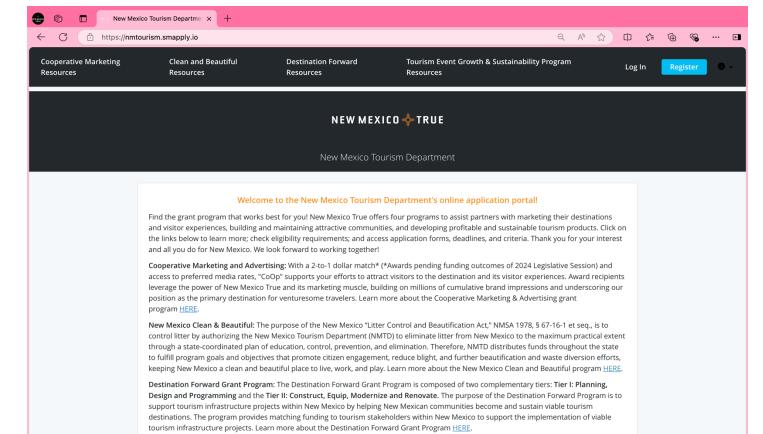
#### **Apply through Survey Monkey Apply**

https://nmtourism.smapply.io/



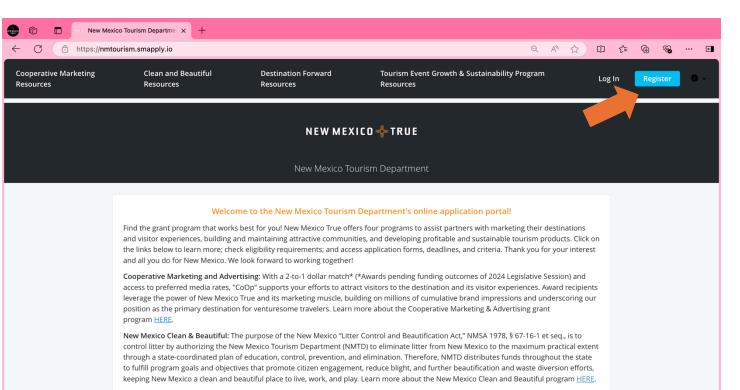
#### Supported browsers are:

- Chrome
- Firefox
- Safari
- Microsoft Edge



Tourism Event Growth & Sustainability Program (TEGS): This program provides technical assistance (Event Accelerator), sponsorship (Event

## How to Apply Survey Monkey Apply – New Account

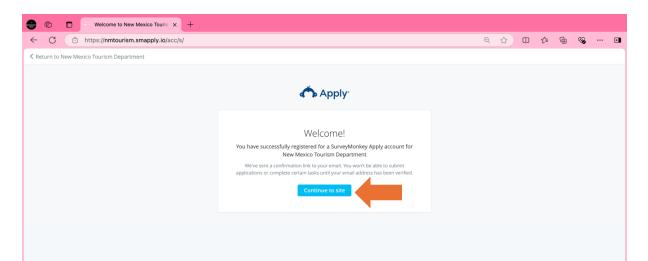


Destination Forward Grant Program: The Destination Forward Grant Program is composed of two complementary tiers: Tier I: Planning, Design and Programming and the Tier II: Construct, Equip, Modernize and Renovate. The purpose of the Destination Forward Program is to support tourism infrastructure projects within New Mexico by helping New Mexican communities become and sustain viable tourism destinations. The program provides matching funding to tourism stakeholders within New Mexico to support the implementation of viable tourism infrastructure projects. Learn more about the Destination Forward Grant Program HERE.

Tourism Event Growth & Sustainability Program (TEGS): This program provides technical assistance (Event Accelerator), sponsorship (Event

## How to Apply Survey Monkey Apply – New Account

← C  b https://nmtourism.smapply.io/acc/r/?g=53413			Q		\$	¢	ć 🖻	~	
KReturn to New Mexico Tourism Department				Already	have a Su	rveyMonl	key Apply a	ccount?	LOG IN
	Register for an applicant ac	count							
	Register with								
	OR First name Last name								
	Chantal Sandoval								
	Email								
	chantal.sandoval@td.nm.gov								
	Password								
		⊘							
	Confirm password								
	·+	٢							
	Organization								
	New Mexico Clean & Beautiful								
	By registering for an account, you agree to our terms of serve	ce and privacy policy.							
	V I'm not a robot								
	CREATE ACCOUNT	_							



## How to Apply

### Survey Monkey Apply – Eligibility Quiz

💮 🔞 🗖 New Mexico Tourism Departme 🗙 +		
C C https://nmtourism.smapply.io/prog/lst/		< ☆ □ 作 @ % … ■
New Mexico Tourism Department		🗄 Pages 👻 🐥 Programs 🏫 My Applications 🕥 👻 Chantal Sandoval 👻
	NEW MEXICO 🔶 TRUE	
	To get started, fill out your eligibility profile	
	Fill out eligibility profile	
<b>A</b>		
POWERED BY		Copyright © SurveyMonkey   Privacy   Terms

## How to Apply Survey Monkey Apply – View Programs

New Mexico Tou	urism Departme × +				
C 🖒 https://nmtourism					
w Mexico Tourism Department	🗈 Pages	🔸 🐥 Programs 🏫 My Applications 🕕 🖌 Chantal Sandoval 🗸			
			💮 🕼 🗖 Programs - New N	Mexico Tourisa × +	
	Applications available to you will be displayed here.		← C  ⓑ https://nmtourism.s	smapply.io/prog/lst/	ର 🔂 🖽 👍 ରକ୍ତ
	NOTE: Accounts on this platform should be registered in the name of the eligible entity (tribal or local government, or tourism organization). The entity's representative may then invite "Collaborators' to join its application. Ultimately, the applying entity application in its entirety, including providing thorough, quality responses; making eligible, accurate and reasonable requests; complete and timely manner.	is responsible for the	New Mexico Tourism Department		🗄 Pages 🖌 🐥 Programs 🗌 My Applications 🏾 🗘 🔶 Chantal Sar
	No applications.			NEW MEX	ICO 💠 TRUE
	Please choose a program from our program listings page to get started			Programs	Search programs. Q
				FY25 New Mexico Clean and Beautiful Accepting applications from Mar 5 2024 08:00 AM (MST) to Apr 5 2024 05:00 PM (MOT) FY25 New Mexico Clean and Beautiful Grant	FY26 New Mexico Clean and Beautiful Accepting applications from Mar 4 2025 08:00 AM (MST) to Apr 4 2025 05:00 PM (MDT) FY26 New Mexico Clean and Beautiful Grant
				MORE >	MORE >
				1 - 2 of	2 Programs
	PORTRED BY TAPPIN	SurveyMonkey   Privacy   Terms			
				РОМЕЯКО ВУ ФЪАррју	Copyright © SurveyMonkey   Privacy   Terms

## How to Apply

## Survey Monkey Apply – Open New Application

💮 🔞 🗖 FY26 New Mexic	to Clean and B 🔍 +	
← C  ⓑ https://nmtourism	.smapply.io/prog/fy26_new_mexico_clean_and_beautiful/	<ul> <li>Q ⊕ ☆ 0 ☆ 6 % … 6</li> </ul>
New Mexico Tourism Department		🗄 Pages 👻 🐥 Programs 🏫 My Applications  🛛 🗸 Chantal Sandoval
	NEW MEXICO 🔶 TRUE	
	<section-header>         FY26 New Mexico Clean and Beautiful         Approximation         Approximation         Operation         Duration         Approximation         Approximation</section-header>	Opens Mar 4 2025 08:00 AM (MST). Deadline Apr 4 2025 05:00 PM (MDT)

# FY26 Application Cycle Dates

KEEP NEW MEXICO TRUE

## **Required Reporting Due Date**

#### The application cycle for Fiscal Year 26 (July 1, 2025 – June 30, 2026)

- Opens: Tuesday, March 4, 2025, at 8 A.M.
- Closes: Friday, April 4, 2025, at 5 P.M.



https://nmtourism.smapply.io/



Applications Are Due **April 4, 2025** 

# Other Beautification Grant Opportunities



# Que Linda Grant Program



¿Qué linda?

Amy Whitfield

Amy.Whitfield@dot.nm.gov

505-309-1066

## Que Linda Statewide Beautification Grant Program

Que Linda is a resource at the Department of Transportation (NMDOT) to support local governments to build local beautification programs.

Que Linda funds 15-20 local governments with up to \$200,000 to support the development and implementation of a local beautification program.

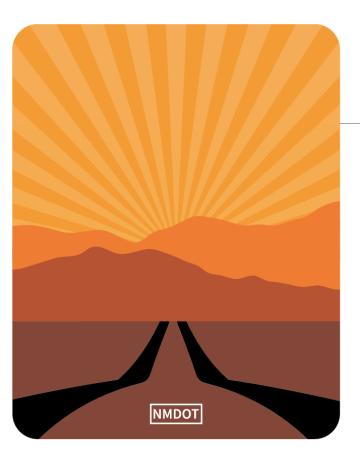
Que Linda awardees will be a cohort of beautification coordinators across New Mexico that will work together for the goal to help New Mexico's natural beauty shine through. Awardees are required to:

- Hire a full-time program coordinator
- Participate in the technical assistance
- Create a local beautification program connected to the Que Linda toolkit
- Participate in the cohort meetings
- End of year report

No match funding is required



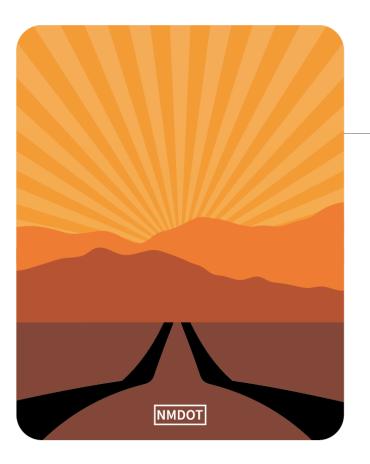
;Qué línda?





## 11 Strategies of the Que Linda Beautification Toolkit

- Student Service Learning
- Litter Abatement Alternatives to Penalty Fines
- Use of Corrections Contractors
- County Inmate Litter Abatement Program
- Elementary Anti-Litter Education Campaign
- Business Corridor Adoption Program
- **Reporting Illegal Trash Dumping Hotline**
- Secure Loads Establishment and Enforcement
- **Establish Free Weekend Events at Collection Centers**
- Neighbor Rates at Collection Centers



¿Qué línda?

## Que Linda Statewide Beautification Program

https://www.dot.nm.gov/que-linda/



Questions

Amy Whitfield

Amy.Whitfield@dot.nm.gov

505-309-1066



## Recycling And Illegal Dumping (RAID) Grant

The Solid Waste Bureau of the New Mexico Environment Department provides grant funding for the prevention and abatement of illegal dumpsites and promoting environmentally sounds methods for reuse and recycling. Grants are available for eligible entities to conduct grant activities that meet RAID priorities. Funds can be used for:

- Illegal dump cleanup(s)
- Scrap tire recycling
- Innovative recycling efforts
- Composting programs
- Outreach campaign to promote recycling or prevent illegal dumping



#### Levi Lementino, NM Solid Waste Bureau



# **Eligibility and Match Requirements**

**Eligible Organizations:** 

 Municipalities
 Counties
 Tribes/Nations/Pueblos
 Solid Waste Authorities
 Land Grant Communities
 Cooperative Associations

**Match Requirements** 

No matching funds required but does assist with scoring of application



# **Grant Application Period**

 FY26 Grant Application Cycle
 Opens: Tuesday, March 25th
 Closes: Friday, April 30th – 5pm

RAID Grant Assistance – February 28<sup>th</sup> through April 30, 2025

□ Levi.Lementino@env.nm.gov 505-795-5878

□ <u>Matthew.Gretton@env.nm.gov</u> 505-670-8867

Daniel.Aravelo@env.nm.gov 505-670-1696

# Tourism Development Grant Opportunities

KEEP NEW MEXICO + TRUE

# Tourism Event Growth & Sustainability Program

How to apply for the FY26 TEGS Program (July 2025 – June 2026):

#### Application window opens March 19 – April 17, 2025

Visit the TEGS website page – available here





- to register for the grant application webinar scheduled for March 14, 2025
- to access the grant guidelines and specific requirements

## **Destination Forward Grant Program**

#### How to apply for the FY26 Destination Forward Program (July 2025 – June 2026):

#### Application window opens March 10 – April 82025

Visit the DFG website page – available here





- to register for the grant application webinar scheduled for March 6, 2025
- to access the grant guidelines and specific requirements

# Questions?

KEEP NEW MEXICO TRUE

# **KEEP NEW MEXICO = TRUE**

For more information, please email us!

grantinfo@td.nm.gov

Today's webinar can be accessed by scanning the QR code below

