



NEW MEXICO TOURISM DEPARTMENT

## TOURISM EVENT GROWTH & SUSTAINABILITY PROGRAM

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### APPLICATION DEFINITIONS

#### AUDIENCE(S)

The individuals, groups, or subgroups to which the event and its programming are destined; or who contribute to event planning, implementation, and ongoing growth and improvement.

#### DATA

Information (facts, statistics, etc.) collected and/or obtained for the purpose of reference and analysis.

#### DATA COLLECTION

The act of obtaining, collecting, and/or gathering relevant information, facts, and/or statistics using surveys, observation, or other means.

#### DATA ANALYSIS

The process of systematically applying statistical and/or logical techniques to describe and illustrate, condense, and recap, and evaluate data.

#### DMO

DMO stands for Destination Marketing Organization and in general refers to the entity which represents the tourism industry and its stakeholders in the event's community. In different communities, this can take different forms, including a CVB (Convention and Visitors Bureau), Chamber of Commerce, Tourism Office, etc.

#### ECONOMIC IMPACT

##### ***Number of Attendees***

May be exact number or an estimate.

***Percent of Attendees from Outside Community***

Percent of attendees who do not live in the city/county/statistical area in which the event is held; area defined by event organizers.

***Average Group Size***

To be obtained through data collection (surveys, questionnaires, ticket sales, etc.).

***Average Number of Days Attended***

Average number of days attendees were present at the event.

***Average Number of Nights in Area***

Number of nights in market for the event.

***Percent of Attendees Staying at Commercial Lodging***

Percent of event attendees from out of the area staying in paid lodging (hotel/motel/resort/vacation rental/etc.), not with friends or relatives.

***Average Nightly Lodging Cost***

To be obtained through surveying of attendees or through published lodging rates for the area of the event.

***Average Daily Spend on Food and Beverage***

To be obtained through surveying of attendees, averaged.

***Average Daily Spending on Other***

To be obtained through surveying of attendees; includes anything that is not lodging or food/beverage. Examples: souvenirs, retail, fuel.

## **EVENT**

For the purposes of this program, an event must meet all the following criteria: 1) Drives out-of-state travel; 2) Drives in-state travel resulting in overnight stays; and 3) Provides an experience aligned with the New Mexico True brand of “*adventure steeped in culture.*”

## **FISCAL AGENT**

Eligible fiscal agents include legal, nonprofit tourism-related organizations, as designated by the Internal Revenue Service (IRS), municipalities, counties, and tribal governments within the State of New Mexico that promote New Mexico as a visitor destination.

For-profit organizations must partner with a government entity to serve as their fiscal agent.

Fiscal agents and signatories must be authorized to sign agreements/contracts on behalf of the organization.

## **FISCAL YEAR (FY)**

Year beginning on July 1 and ending on June 30.

Example: FY26 = July 1, 2025, to June 30, 2026.

## **IN-STATE**

Within the State of New Mexico.

## **INTERNATIONAL**

For attendance: Any attendee residing outside of the United States of America (or its territories).

For sponsorships: Any organization with its primary location (headquarters) outside of the United States of America (or its territories).

## **LOCAL/IMMEDIATE REGION**

The county or counties in which the event is held; the area within a 60-mile radius of the event site.

## **NATIONAL**

A person or organization with primary residence or location (headquarters) within the United States of America (or its territories) and outside of the State of New Mexico.

## **NMTD PROGRAMS**

Clean & Beautiful, Cooperative Marketing, Earned Media Cooperative Program, New Mexico True Certified, Rural Pathway Program, Destination Forward Program, Route 66 Centennial Program, and Tourism Event Growth and Sustainability Program.

## **OUT-OF-STATE**

A person or organization traveling from outside of the State of New Mexico and from within the United States of America (or its territories).

## **PARTNERSHIP**

Existing relationship with another organization for the purpose of planning, marketing, and executing the event.

## **PROGRAMMING**

Event schedule, agenda, entertainment, activities, lineup, etc.

## **SPONSORABLE ITEMS**

Products, spaces, infrastructure, packages, sub-events, etc. which can be sold to event sponsors.

Examples: main and ancillary stages, beer/wine garden, vendor marketplace, children's area, t-shirts and merchandise, VIP section, VIP-style packages, etc.

## **SPONSORSHIP**

Financial or in-kind support received from an external person and/or organization to be used for the event. May come from different levels including, county/regional, state, national, international.

## **STATE**

Within the State of New Mexico.

## **STATISTICAL PURPOSES**

Any operation of collection and the processing of data, personal or otherwise, to produce statistical results.

## **TECHNICAL ASSISTANCE**

Targeted support for an organization with a development need or issue; building the capacity of an organization.

Examples: Programming development, research and data collection and analysis, consumer discoverability audit (a 360-degree discoverability assessment of the event through the lens of the consumer, meant to provide unbiased feedback and offer helpful recommendations to improve discoverability), event analysis (SWOT), market & competitor analysis, marketing assistance, financial analysis, sponsorship analysis, matching event with venue(s), fostering collaboration among partners with similar themes/missions, sponsorship sales, event execution, post audit and reporting, capacity building.

## **VOLUNTEER**

A person who freely offers to take part in the event or undertake a task. Volunteers may be unpaid or otherwise remunerated.