

DESTINATION FORWARD

FY27 DOCUMENT SAMPLE APPLICATION

This application is for the New Mexico Tourism Department's Destination Forward Program which is a competitive grant that supports the long-term development and implementation of tourism infrastructure projects throughout New Mexico.

Local governments, including special districts and political subdivisions, tribal governments and municipalities are eligible to apply.

Please fill out each question to the best of your ability. The more complete your application, the more competitive your application will be. Save your draft application as you go! To save scroll to the bottom of the application.

Questions may not be in sequential order based on your answers to specific questions. This is intentional and does not impact your application content or status.

Please be sure to upload all required supporting documents as well as any additional documentation that could make your application stronger. Please refer to the guidelines and document checklist on our website for more information.

Make sure you hit the "Submit" button when you complete the application. You should receive a confirmation email shortly after submitting.

If you have any questions, please feel free to contact us at grantinfo@td.nm.gov.

SECTION 1: APPLICANT INFORMATION

1. Legal Name of Entity
2. Type of Eligible Entity

- County Government
- Local Government, including Political Subdivisions and Special Districts
- Municipality
- Tribal Government
- Destination Marketing Organization or Tourism-related non-profit organization

2a) If DMO or Tourism-related non-profit organization what type of government entity is serving as your fiscal agent?

- County Government
- Local Government, including Political Subdivisions and Special Districts
- Tribal Government
- Municipality

3. Primary Contact Information

- First Name
- Last Name
- Organization/Entity's Legal Name
- Title/Role
- Mailing Address
- Email Address
- Phone Number

4. Financial Contact Information

- First Name
- Last Name
- Organization/Entity's Legal Name
- Title/Role
- Mailing Address
- Email Address
- Phone Number

5. Signature Authority/Fiscal Agent Contact Information

- First Name
- Last Name
- Organization/Entity's Legal Name
- Title/Role
- Mailing Address
- Email Address
- Phone Number

6. Please provide your entity's NM Business Tax ID Number.

This is an eleven-digit number that begins with 01-,02-, or 03-.

7. Please provide your Federal Employment Identification Number (EIN).

This number is a nine-digit number that begins with 85-.

8. Please provide proof of eligibility (Recent W9s, W9 subs, etc.) - UPLOAD

9. Have you participated in any NMTD grant programs previously? If so, please check which program(s) you have participated in below:

- Cooperative Marketing Grant Program
- Clean & Beautiful Grant Program
- Rural Pathway Incubator Program
- Rural Pathway Grant Program
- Tourism Event Growth & Sustainability Program (TEGS)
- NM True Certified Program
- Route 66 Centennial Grant Program
- I am unsure of past participation.
- I have not participated in any NMTD programs

SECTION 2: PROJECT CONCEPT AND PURPOSE

10. Is your project on the State of New Mexico's Department of Finance & Administration's (DFA) Infrastructure Capital Improvement Plan (ICIP) list? If not, please explain.

- Yes
- No

11. Please provide the ID number and rank.

12. Please provide proof of your ICIP project - for example, a screenshot of the ICIP listing on the DFA website. - UPLOAD

13. What kind of tourism infrastructure project are you looking to fund?

Please select all that apply to your project:

- Development of outdoor recreation infrastructure (e.g. interpretation, trail development, connectivity, way finding, water recreation, etc.).
- Recreational improvements.
- Signage and wayfinding that align with community branding and marketing.
- Tourism Attraction Facilities (e.g. restroom facility upgrades, ADA accessibility, system upgrades and replacements, broadband, waste management, etc.).
- Dark Skies viewing area.
- (Re)Development of historic assets (e.g. museum, theater, public space, historic locomotive, industrial district, other cultural/historic assets and facilities.).
- Rehabilitation, maintenance, and conservation of cultural sites/Indigenous sites/archaeological sites for tourism purposes.
- Bike, pedestrian and equestrian transportation and other related developments.
- Camping and RV-related accommodation.
- Beautification and conservation for tourism purposes (e.g. sustainable park design and re-developments, sustainable landscaping, wildlife refuges and rewilding areas, conservation education centers/ information centers, etc.).
- Fairgrounds, convention centers/facilities, performance venues and other event spaces and venues.
- Public art.
- Agritourism farms, food trails, or other related facilities.

- Innovative (re)developments leveraging technology to showcase authentic NM culture (and nature if applicable) (e.g. kiosks, digital signage, etc.).
- Visitor information or attraction kiosks (including but not limited to digital signage, wayfinding, interactive installations).
- Visitor Information Centers and their improvements.
- Other tourism-related infrastructure.

14. Project name:

15. Project summary:

Please provide as many specifics as possible about what has been done so far, what is happening now and what will be done in the future with the project - How does your project stand out? What are the "needs" that will be met vs. the "wants"? What is the relative community impact over time?

16. Which Destination Forward Grant (DFG) Tier and Track do you wish to apply for?

- Tier I: Ready Projects
- Tier II: Growth Projects
- Tier III: Signature Projects

17. Is your project "shovel-worthy" meaning you have feasible plans to begin construction/production after completing the planning phase of your project?

- Yes
- No

17a) Please provide evidence of your project's shovel-worthiness (e.g. quotes, signed contracts, letters of support/commitment/approval, preliminary maps, etc. – UPLOAD

18. Is your project "shovel" ready? Have you completed Tier I or similar and can you begin construction in the immediate future?

- Yes
- No

18a) Please provide evidence of your project's shovel-readiness (e.g. provide evidence of completing Tier I or similar - preliminary studies, reports and maps, letters of support/commitment/approval, lease agreements (if applicable), zoning, public easement, right of way and other legal compliance documents, etc.) – UPLOAD

19. Does your region/city/town/etc. have an economic/comprehensive development plan and/or a destination development plan?

- Yes
- No
- Unsure

20. If yes, how will your project incorporate into the plan?

21. Please provide a copy of the economic/comprehensive and/or destination development plan. – UPLOAD

22. Identify the top three project needs to be addressed through this grant program.

23. Please list and identify any and all key partners and stakeholders of the project and describe how they have been engaged thus far.

Include: people and entities who have the ability to contribute to the project's success through financial or otherwise measurable investments; people and entities affected by project implementation.

24. Please provide evidence of community and any other stakeholder support, letters of support, MOUs, MOAs, etc. - UPLOAD

25. Provide the physical location(s) for the project (exactly where the project is located) and all communities, regions, and other physical areas impacted. Is your project within legal compliance with local zoning (if applicable), protected areas and/or cultural heritage for your selected site?

25a) If you have a map of the planned location, please upload it here. – UPLOAD

26. Describe any challenges that exist or may exist by using the locations specified above for the project (if applicable).
27. Please describe how your project will ensure minimal disturbance to local biodiversity, culture, and community and/or how it plans to mitigate any disturbances.
28. Please feel free to upload additional documentation, e.g. any maps, zoning surveys, environmental studies, and other related plans and documents that convey the environmental and cultural sustainability of the project's proposed location. – UPLOAD (optional)
29. Please feel free to provide any marketing materials, mock-ups, and the like that you may have already developed. – UPLOAD (optional)
30. This grant's main purpose is to fund tourism infrastructure, assets and experiences that help build resilient, vibrant communities and that align with the New Mexico True Brand promise of "adventure steeped in culture." How do you plan to deliver on this brand promise through this project?
31. Describe how your project engages community stakeholders and contributes to quality experiences for both visitors and residents.
32. Describe the anticipated short-term and long-term benefits and potential impacts of your project on the destination's economy, culture, environment, and local community.
33. Has your community/proposed project location been affected by a natural disaster in the past five years? If yes, please indicate when the disaster(s) occurred. Describe how the disaster affected this community/project area.

SECTION 3: PROJECT GOAL ALIGNMENT

Please select the goal(s) and objectives you aim to address through your project. You do not have to address all goals and objectives, but the more you can address the more competitive your application will be. You must address at least one goal and at least one of its objectives. ****If you select goals and objectives in Goal 5, you MUST select at least one other goal and its objectives**** Please explain how you will address these goals and objectives in the section provided below each goal checklist. Also provide any supporting evidence of your ability to address the goals and objectives you select.

34. GOAL 1: INCREASE VISITATION

- Increase sustainable visitation rates
- Increase repeat stays
- Increase extended stays
- Increase visitor spending at the destination
- Bring visitor experience or service to market readiness

Please describe how you will meet the goals and objectives you've selected above.

35. GOAL 2: IMPROVE OR ENHANCE THE VISITOR AND RESIDENT EXPERIENCE

- 2.1 Increase positive reviews from tourists
- 2.2 Increase positive reviews from residents and enhance community's quality of life via tourism (re)development
- 2.3 Increase accessibility for residents and tourists
- 2.4 Provide visitor-oriented services that are open for use to the public and not limited to private membership
- 2.5 Ensure resident support for tourism development through collaboration
- 2.6 Ensure cultural respect and sensitivity in tourism development
- 2.7 Ensure high quality diversity and authenticity of interpretation to tourists
- 2.8 Support legacy opportunities, including the enhancement of existing tourism infrastructure or new construction e.g. visitor facilities and attractions

Please describe how you will meet the goals and objectives you've selected above.

36. GOAL 3: SPUR ECONOMIC GROWTH AND CAPACITY OPPORTUNITIES FOR RESIDENTS

- 3.1 Increase capacity building efforts in tourism development at the destination

- 3.2 Create tourism-related jobs
- 3.3 Diversify the local tourism economy
- 3.4 Expand the creative economy

Please describe how you will meet the goals and objectives you've selected above.

37. GOAL 4: INCREASE NATIONAL AND GLOBAL RECOGNITION OF NEW MEXICO AS A SUSTAINABLE TOURISM DESTINATION

- 4.1 Aid in destination recovery, emergency preparedness and resiliency
- 4.2 Diversify the wider, local economy
- 4.3 Support a thriving tourism economy
- 4.4 Increase visitor experience and/or services within a community or region
- 4.5 Foster sustainable tourism development that ensures a balance between economic, social, cultural and environmental values
- 4.6 Measure, monitor and/or assess tourism impacts and risks at the destination level across economic, social, cultural and environmental assets
- 4.7 Increase the competitiveness of New Mexican visitor experiences and services as well as exposure of New Mexican communities as desired by the communities
- 4.8 Spur private-sector investment in new and enhanced visitor experiences and services state-wide
- 4.9 Create sustainable tourism jobs and economic activity in communities state-wide

Please describe how you will meet the goals and objectives you've selected above.

38. GOAL 5: INCREASE POSITIVE IMPACTS ON THE LOCAL ENVIRONMENT WHILE DECREASING NEGATIVE IMPACTS

- 5.1 Utilize green, ethically, responsibly and sustainably sourced goods, materials and labor for tourism (re)development
- 5.2 Rehabilitate, restore, rewind and/or revegetate any disturbed areas caused by the tourism infrastructure project with local, native species
- 5.3 Ensure minimal disturbance to local, native wildlife and flora/habitat in tourism (re)development
- 5.4 Engage with local and Indigenous experts as well as other relevant experts and community stakeholders in the safeguarding
- of local biodiversity throughout the project's development and management

Please describe how you will meet the goals and objectives you've selected above.

SECTION 4: PROJECT FUNDING, BUDGET & TIMELINE

39. How much are you asking for this project?

40. What is the total estimated cost of this project?

41. Please provide/upload a budget below. Provide a full, complete, and itemized budget for the project. - UPLOAD

Also, please provide any files or links that might help illustrate some of the lesser-known items in your budget. If you are in need of assistance of building a budget for your project, please visit the DFA's [Technical Assistance Gateway](#) resource and search for "Budgeting".

42. Are you able to meet the 5% match as specified in the guidelines and if relevant to the track to which you are applying? If not, please indicate if you will apply for hardship and waive the 5% match.

- Yes, I am able to meet the 5% match
- No, I am not able to meet the 5% match and wish to apply for hardship and waive the match
- I am able to provide a greater than 5% match. Please specify the match amount you are able to meet
- Not applicable - Tier I does not require a match

If you are not able to meet the match and are applying for hardship (match waiver), please upload a signed statement attesting to this circumstance. – UPLOAD

Please provide a Resolution of Sponsorship from a governing entity and/or a signed letter by the primary applicant and/or budget authority for the project indicating the 5% match or greater availability. - UPLOAD

43. List all current project funding, including source, amount, purpose and conditions of the funds, and any additional relevant information.

44. Describe the projected timeline and milestones as well as any estimated risks, impacts and adjustments for the project in the short and long term. Please identify the project's current status within the timeline. If this application is for one phase of a larger project, provide the timeline for this phase and for the completion of the larger project.

Milestones	Anticipated Risks	Anticipated Impacts	Stakeholders Involved

45. Please explain your project’s current status, as well as any other information you would like to share that is not illustrated in your timeline above.

46. You may upload your own timeline document for additional information related to the project’s status. – UPLOAD

SECTION 5: DATA COLLECTING AND REPORTING

Strong data collection helps demonstrate the value and impact of proposed projects and supports effective program evaluation. Applications are encouraged to consider what information can reasonably be collected to support project outcomes, including measures related to infrastructure improvements, community participation, and economic activity.

47. Describe any data you plan to collect as part of this project, including how it will be collected, managed, and stored.

48. What metrics or indicators will you report to demonstrate the outcomes of this project?

49. How many jobs will be created through this project? Please list both temporary and full-time positions.

50. Please upload any economic impact data that has been completed for this project. – UPLOAD

51. Please provide any relevant supporting documentation you may have (e.g. photos, media, promotional strategies, support letters, MOUs, plans, blueprints, studies, surveys, case studies from other destinations you plan to implement, etc.).

SECTION 6: DOCUMENT UPLOAD CHECKLIST

For your reference, please use the checklist below to ensure that you have uploaded all the required documentation in the specified fields in the application above for the Tier you are applying for. Please refer to the grant guidelines as well as the document upload checklist on our website for more information.

REQUIRED DOCUMENTATION

- Proof of eligibility (W9s, W9 subs, etc.).
- Proof of ICIP project.
- (Tier I Applicants Only) Evidence of your project's "shovel-worthiness" (e.g. quotes, signed contracts/agreements, signed letters of commitment/approval, preliminary maps, etc.).
- (Tier II and III Applicants Only) Evidence of completing Tier I or similar a.k.a "shovel-readiness" (e.g. preliminary studies, reports and maps, signed letters of commitment/approval, lease agreements (if applicable), zoning (if applicable), public easement, right of way and other legal compliance documents, etc.).
- Evidence of community and other relevant stakeholder support (e.g. signed letters of support).
- (Tier II and III Applicants Only) A Resolution of Sponsorship from a governing entity and/or a signed letter by the primary applicant and/or budget authority for the project indicating the 5% match or greater availability. If you are not able to meet the match and are applying for hardship (match waiver) please upload a statement attesting to this effect.
- An itemized budget.

OPTIONAL UPLOADS - BUT HIGHLY ENCOURAGED

Please refer to the specified fields in the application above to upload the following documents.

- Copy of community's economic/comprehensive and/or destination development plan.
- Further documentation, e.g. any maps, zoning surveys, environmental studies, and other related plans and documents that convey the environmental and cultural sustainability of the project's proposed location.
- Any marketing materials, mock-ups and the like that may have already been developed.
- Any economic impact estimates generated for the project.

- Any relevant supporting documentation you may have to address and support your specified goals and objectives above (e.g photos, media, promotional strategies, support letters, MOUs, plans, blueprints, studies, surveys, case studies from other destinations you plan to implement, etc.).

ADDITIONAL DOCUMENTATION

Additional Documentation not referenced in the application above can include:

- Benchmark/SWOT analysis of your project or other, similar projects.
- Any additional photos, news stories, media, branding or marketing concepts or similar either of your project or of similar ones done elsewhere.
- A community socio-economic and socio-cultural management plan.
- A community environmental management plan.
- Any other relevant, local community business and action plans that are in effect or are in the process of being made.

If awarded funding, I agree to report on my project's progress and budget as outlined in the executed grant agreement to be completed upon award. I also agree to inform NMTD if budgets, milestones, and timelines change. I also agree to report any other adjustments and plan improvements made to the project to NMTD. I agree to provide data-driven reports regarding the positive and negative impacts the project incurs across the social, cultural, economic, and environmental assets of the site and wider community.

Signature

Date

/ / (YYYY/MM/DD)