

FY27 Destination Forward

Grant Program Webinar – March 12, 2026

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Vision:

***Be the primary destination
for venturesome travelers.***

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

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A group of people riding horses across sand dunes at sunset. The sun is low on the horizon, creating a golden glow and long shadows. The sky is filled with soft, wispy clouds. The sand dunes are in the foreground, with ripples and footprints visible. The riders are silhouetted against the bright light of the setting sun.

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

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Tourism *Development* delivers on
that 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 Concept - Albuquerque

Guiding Principles:

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

Tourism Infrastructure

The total economic impact of tourism in New Mexico in 2024 was \$12.0 billion of which \$8.8 billion was direct spending.

- New Mexico saw 42.6 million visitors in 2024.
- 95,219 NM jobs were sustained by tourism
- \$838.8 million in state and local tax revenues generated by tourism

Grant Program Purpose & Eligibility

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 commitment to New Mexico communities and the environment by delivering on five main goals:

- Increase visitation
- Improve or enhance the visitor and resident experience
- Spur economic growth 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

FY26 Destination Forward Partners

- **City of Albuquerque** – Universal/Family Restroom at Abq Sunport, \$75,000
- **City of Albuquerque** – Outdoor Balloon Adventure at AAA International Balloon Museum, \$257,500
- **City of Albuquerque** – South Rail Yards Steam Locomotive Tourist Operations Economic Impact Study, \$100,000
- **City of Bayard** – Mine Mill Museum Design & Planning, \$100,000
- **Chaves County** – Cultural Plaza Improvements, \$183,100
- **City of Clovis** – Hillcrest Park Zoo Master Plan, \$100,000
- **City of Farmington** – The Story of Farmington Exhibit, \$100,000
- **City of Farmington** – All Abilities Park Mid-Site Restroom, \$25,000
- **City of Gallup** – Route 66 Centennial Traveling Exhibit, \$50,000
- **Jemez Community Development Corporation** - Jemez Adventure Park, \$38,800
- **Picuris Pueblo** – Museum & Interpretive Center Upgrades, \$200,666
- **Town of Red River** – Digital Information Kiosks Project, \$40,634
- **Village of Santa Clara** – Copper Trails Pedestrian & Bicycle Path, \$350,000
- **Town of Springer** – Santa Fe Trail Museum Improvements, \$70,000
- **Taos County** – Cultural Treasures Project Story/Maps Online Platform, \$22,300
- **Taos County** – Penasco High School Preservation & Rehabilitation, \$187,000

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

Grant Structure

New for FY27 the program has simplified to three tiers:

- Tier I: Ready Projects– up to \$50,000
- Tier II: Growth Projects– \$50,000 to \$250,000
- Tier III: Signature Projects– \$250,000+

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 Your 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.

ICIP_02
 NMDFA Infrastructure Capital Improvement Plan (ICIP) Dashboard
 Project Details

Current Fiscal Block: 2025 - 2029

Filter Your View

Fiscal Year: All | County: All | Entity: All | Fiscal Agent: All | Project Cost: All values (Enter Text for min/max)

Project ID	Project Title	Project Title
9564	Clovis Industrial Park Street Lights/Signs	2025
9567	Broadband Infrastructure	2025
9570	Littlewater Cdp New Laundromat	2026
9576	Manuelito Cdp Manuelito Canyon Road Improvme...	2025
9578	Gadahi/To Koi Cdp New Housing Tract	2027
9590	Heritage Rodeo Arena Improvements	2027
9583	City-wide Beautification Effort	2026
9586	Whitchors Lake Cdp Assombic Economic Develpm...	2026
9606	Planning Grants Asset Management	2025
9612	Two Grey Hills Cdp Economic Trct Infrastructure Dev	2025
9622	Tourism Business Ctr.	2027
9625	Improvements to Civic Center Complex	2025
9641	Downtown Improv Santa Rosa	2026
9647	Two Grey Hills Cdp New Gas Station	2025
9648	Two Grey Hills Cdp New Laundromat	2025
9649	Two Grey Hills Cdp New Car Wash	2025
9661	Red Lake 18 Cdp Community & Economic Master Pl.	2026
9671	City-Raton Multi-Use/Expo Center	2027
9675	New Econ Dev Infrastructure	2028
9690	Naschitti Cdp Laundromat Addition	2027
9740	Business Park Development	2026
9741	Land Recovery	2027
9755	Main St Economic Development Infrastructure	2026
9790	Replacement of Solid Waste Heavy Equip	2025
9794	City Demolition Project	2025
9825	Auto Fuel/CNG Purchases	2028
9839	Solid Waste Improvements	2026
9846	Purchase Solid Waste Transport Trailers	2026
9865	Pueblo Pintado Cdp New Solid Waste Transfr Stn	2026
9875	Red Valley Cdp New Transfer Station	2026
9884	Counselor Cdp New Solid Waste Transfer Stn	2026
9940	Solid Waste Recycle Program	2027
9945	Animal Shelter	2026
9950	Tucunesos Cdp NM Transfer Station for Solid Was...	2026
10030	Tso Alnaostki Cdp New Medical Ctr	2026
10033	Tohajilee Cdp Old Clinic Parking Lot	2026
10035	Thoreau Cdp New Wellness Center	2026
10036	Health Clinic Expansion	2027
10067	Colfax County Health Clinic Projects/Upgrades	2026
10117	Upper Fruitland Cdp Walter Collins Addition	2025
10164	Coyote Canyon Cdp New Bathroom Addns	2025

Project Details

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 2026 – June 2028.
- 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 \(newmexico.org\)](http://newmexico.org)

- Complete list of FY27 Grant Guidelines
- Grant Application Document Upload Checklist
- A sample copy of the Application
- This webinar and slides will be available after 3/12
- For questions, please email us at grantinfo@td.nm.gov

FY26 Timeline

- **Monday, March 16** Application Opens @ 8:00am
- **Tuesday, April 14** Application Closes @ 11:59pm



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*

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