

# FY27 Tourism Event Growth & Sustainability Grant Program (TEGS)

## *Application Webinar Transcript*

0:08	Good morning.
0:09	I'm Jill Slaby, the Tourism Development Coordinator here at the New Mexico Tourism Department.
0:14	And this morning I'm joined by Amanda Crocker from Katie Olivey and Associates who partners with us on the Event Marketing and Promotion Track of the grant.
0:24	And this track was formerly known as the Co-op track.
0:27	She will speak to that track a little bit later in the webinar, but I just wanted to take a moment to introduce her now.
0:36	This webinar will provide you with an overview of the Tourism Event Growth and Sustainability Program, also known as TEGS, which is offered through NMTD and whose goal it is to grow and sustain tourism events throughout New Mexico.
0:50	The grant application window will open on Monday, March 9th at 8:00 AM.
1:12	Again, thank you for being here.
1:15	

	If you have questions for on this program at all or on any of the tracks, please send them into the e-mail address <a href="mailto:grantinfo@td.nm.gov">grantinfo@td.nm.gov</a> and this webinar is recorded and will be available on the NMTD industry website later today.
1:39	I would like to begin with some information on NMTD.
1:42	Our vision is to be the primary destination for venturesome travelers.
1:49	Our mission is to grow New Mexico's economy through tourism.
1:56	Tourism Marketing makes a promise of adventure steeped in culture through quality brand impressions.
2:04	Tourism Development delivers on our promise through quality amenities, attractions, and access.
2:11	This is why NMTD created and continues the TEGS program.
2:16	Events that draw tourists to our state are crucial to tourism success.
2:23	This slide illustrates how the grant programs within NMTD's Tourism Development Division interact to support our tourism industry and deliver on the promise of adventure steeped in culture.
2:38	The total economic impact of tourism in New Mexico in 2024 was \$12 billion, of which \$8.8 billion was direct visitor spending.

2:49	Direct spending includes transactions such as retail, lodging, transportation, entertainment and dining, which occurred directly between consumers and travel related businesses.
3:02	To remain competitive, it is critical that New Mexico focus strategically on improving tourism related experiences by investing in the events and experiences that our visitors and our residents enjoy.
3:14	As tourism grows, it strengthens our communities.
3:20	The TEGS program is a four-year-old program.
3:23	Fiscal Year 27 will be the 5th year the program provides technical assistance, marketing and sponsorship to qualified New Mexico events in support of their growth and sustainability.
3:35	In FY26, the program awarded \$551,702 in grant funding to 44 tourism related events in 20 New Mexico communities.
3:48	The program awards have grown over 300% since its inception in FY23.
3:57	Eligible events must be based in New Mexico; be tourism related and do all of the following things.
4:04	

	Drive out of state travel, drive in state travel resulting in overnight stays, and provide an experience aligned with the New Mexico true brand of adventure steeped in culture.
4:17	Eligible entities include nonprofit tourism related organizations, for profit organizations, municipalities and counties, and tribal governments within the state of New Mexico.
4:30	All eligible entities must have a fiscal agent.
4:34	Nonprofits, municipalities, counties, and tribal governments may serve as their own fiscal agents.
4:42	For profit applicants must partner with a nonprofit or government entity to serve as their fiscal agent.
4:49	Nonprofit applicants and fiscal agents must be in good standing with the New Mexico Secretary of State and the New Mexico Department of Justice.
5:01	This program has 3 tracks and here's a general overview of each one.
5:06	The Event Accelerator track offers technical assistance which may include online and onsite assessments and up to \$5000 in reimbursable expenses to execute jointly approved deliverables or a professional event photo shoot.
5:24	The second track is the Event Marketing and Promotion track offering up to \$10,000 in a marketing award.

5:31	That is a 2 to 1 matching investment between the awarded partner and NMTD.
5:38	The third is Event Sponsorship offering up to \$50,000 in sponsorship from NMTD.
5:44	In unique cases, the award may be more than \$50,000.
5:49	Awards are based primarily on application quality and event attendance.
5:55	Applicants may express interest in any or all tracks of the program but may only participate in one track per fiscal year.
6:05	Applicants who express interest in multiple tracks will be placed into one track by the TEGS Application Review Panel according to eligibility and event needs.
6:16	One entity may apply for multiple events, but an individual application must be completed for each event.
6:26	Let's take a deeper look into the individual tracks of the program, beginning with the Accelerator track.
6:34	The purpose of the Event Accelerator is to build and improve events to help them grow and ready them for the TEGS Sponsorship track.

6:44	Awarded events receive technical assistance from NMTD which may include an online discoverability audit.
6:51	ODA which assesses the events' digital presence and assets from a visitor's perspective.
6:58	It recommends key deliverables for improvement.
7:02	NMTD staff will conduct an onsite assessment to review event operations and recommend strategies for enhancement.
7:12	Events may receive up to \$5000 to implement jointly approved deliverables or a professional event photo shoot.
7:20	Funds given for approved deliverables through the Accelerator Track are reimbursement based by NMTD.
7:31	To be considered eligible for the Accelerator Track, events must provide proof of events at success or a successful track record.
7:40	Young events may be considered for participation based on the quality of the event and its media strategy.
7:47	Local commitment to the event.
7:49	This is shown in the application through letters of support from key stakeholders, including community leaders.

7:56	And finally, a readiness to accelerate. The potential to develop and grow to the point the event is ready for a move to the event marketing and promotion or sponsorship track.
8:09	This slide lists our current FY26 accelerator partners.
8:25	Now I will turn the webinar over to Amanda to cover the event marketing and promotion track.
8:36	Thank you, Jill.
8:37	My name is Amanda and I'm excited to move into this, the fifth year of the TEGS program.
8:44	I will be the one who works with those of you that are awarded a place on the Marketing track, or EMP.
8:55	The Events Marketing and Promotion track secures marketing and advertising for events through a 2 to 1 matching investment, as Jill said, with awarded events being responsible for 1/3 of the total cost and New Mexico True the other 2/3.
9:14	This marketing program is aimed at growing New Mexico's tourism economy together by using the strength of the New Mexico True brand. Events will apply for predetermined, Co-branded marketing initiatives with proven effectiveness at price points to fit into a range of budgets.
9:36	

	We have an updated selection of media initiatives. We updated it for 2027 to be more streamlined to feature the most effective channels that we currently use, and the award levels are more straightforward and also more inclusive from a budget standpoint.
9:55	The first one we have here is the Facebook starter package.
9:59	This is the entry point for those of you with the lowest budget available to you.
10:06	It is a \$667 partner investment with a \$2000 Total Media value, and it of course includes Facebook.
10:18	The next is the same except at a larger at a higher budget level.
10:23	So, it's a \$1000 partner investment and a \$3000 total value.
10:29	And of course, increased impressions for the Facebook ads.
10:34	The next is called the Digital Essential package.
10:37	This is for a higher budget.
10:39	It is a \$2500 partner investment with a \$7500 total value including the match.

10:50	For all of these levels, the event partner will provide creative inputs and then our team handles vendor payments, media trafficking and reporting.
11:00	Great.
11:01	And the final package to present is called the Digital Essential Plus package.
11:08	This is the highest-level package as far as from a budgetary standpoint and an impressions standpoint.
11:14	It involves a \$5000 partner investment, and it includes \$15,000 in total value.
11:23	So, what it is is basically the Digital Essential package, which is Facebook static and digital display.
11:30	And then you will be adding one additional add-on initiative to that.
11:35	And when you do the application, you will be asked to be ranked, rank these in order from your preference down with your highest preference being one.
11:44	And those choices will be the digital essential plus pack.

11:47	I'm sorry, the digital essential package with two-times the geographic target markets.
11:52	So, in other words, you can hit two different cities, drive market cities, or two times the in market runtime.
11:58	So rather than six weeks for example, you could run your initiatives for three months.
12:04	Programmatic digital out of home, which are basically billboards and screens outside the home that potential visitors see.
12:14	A New Mexico magazine package that includes a half page print ad and various digital initiatives. And then something that's brand new this year, which is a vertical video production package for social media.
12:27	You will find details on every package and all the plus add-ons on the application.
12:34	We will have detailed one-page descriptions of each including impressions and KPI and what will be involved from a partner standpoint so that you can make the best decision.
12:50	Great.
12:51	A couple of really important things to think about when you are considering applying for the EMP track.

12:59	We really will be encouraging out of state drive markets to be your target markets.
13:05	This is to maximize the economic impact of this joint marketing investment.
13:11	And if not out of state, those geographic target markets must be more than 60 miles from your event location so as to encourage overnight visitation to bring people into your community for longer to invest more in your community.
13:28	All the advertising will be Co-branded with the New Mexico True brand, and you will need to follow brand standards.
13:38	The good news is that you will be provided with a Co-branded logo, brand style guide which lays everything out, and access to templated ads to make the process of making those inputs as smooth as possible.
13:58	And finally, very importantly, you must have, as Jill said, an event focused website that shows conversion potential.
14:10	In other words, like calls to action.
14:12	And you must also have existing high-quality, high-resolution photo assets, and you will need to provide samples of those on the application.
14:23	If you do not have high quality photo assets or an event focused website, you will be encouraged to apply instead for the Accelerator track for consideration for technical assistance, including professional photography.

14:42	Next.
14:45	Yes.
14:45	And this is a list of the current FY26 partners.
14:49	In the past four years of the event program, we worked with some 20 events, including events of all sizes and some of them for multiple years.
14:58	And we look forward to receiving your application and perhaps working together in FY27.
15:08	Perfect.
15:08	Thank you, Amanda.
15:12	Now we'll move on to the third track of the grant program, and it is the sponsorship track.
15:19	The sponsorship, excuse me, the sponsorship track provides up to \$50,000 in sponsorship and in unique cases it may be more than \$50,000 to Co brand events with New Mexico True.

15:32	The maximum sponsorship amount is determined in part by the number of event attendees as outlined in the table included on this slide.
15:41	However, attendance is only one factor in the review process.
15:46	Other factors include the events ability to attract higher dollar visitors, the events ability to generate overnight stays and the events ability to bring increased exposure to the New Mexico True brand.
15:59	Sponsorship deliverables are determined jointly by the event and NMTD.
16:06	They will be unique to each event but may include an NMTD sponsorship booth space, Co-branded items given to participants and or attendees, etcetera.
16:19	To qualify for the sponsorship track, applicants must demonstrate advertising potential and must have a media communications plan, a website and social media strategy, and a marketing budget.
16:33	Applicants must provide event attendance numbers and demographics, and this data must indicate that the event has grown and is successful enough to attract sponsors.
16:46	Applicants must also provide an estimate of how the sponsorship received will grow the event, both in terms of visitation and in terms of economic impact.

16:59	This slide lists our current fiscal Year 26 sponsorship partners.
17:03	There are 20 events throughout the state.
17:16	Please be sure to review the Fiscal Year 27 Grant Guidelines document on the TEGS website prior to completing the application.
17:25	Some general guidelines for the program include event applicants can express interest in any or all parts of the program within one application but will be placed into one track by the TEGS Application Review Panel.
17:41	If the accelerator track is not selected and the event is determined to be ineligible for event marketing and promotion or sponsorship, the event will not be able to participate in the TEGS program.
17:55	Events taking place from May to September should apply in this cycle, but awards may apply to the 2027 edition of the event based on the state's fiscal year.
18:07	One entity may apply for multiple events, but an individual application must be completed for each event.
18:16	Because it is important, we want to revisit what is eligible.
18:19	Eligible events must be based in New Mexico, be tourism related, and do all of the following things.

18:27	Drive out of state travel.
18:29	Drive in state travel and provide an experience aligned with the New Mexico True brand of adventure steeped in culture.
18:41	To complete the application, you will need recent letters of support from stakeholders, a list or schedule of the events, current programming, multi-year budget or financial plan, and if applicable, the events media plan and strategic marketing plan.
18:59	Applicants will need to provide as much event data as possible from the recent event additions as well as any historical data.
19:10	As mentioned, the New Mexico Tourism Department TEGS web page has additional resources for you, including the grant guidelines, program definitions and the TEGS Program Economic Impact Calculator, and a sample copy of the application.
19:28	A copy of this webinar and slides will be available later today.
19:33	If you have any questions, please e-mail us at <a href="mailto:grantinfo@td.nm.gov">grantinfo@td.nm.gov</a> .
19:43	The application window opens Monday, March 9th at 8:00 AM and closes Tuesday, April 7th at 11:59 PM.
19:52	The QR code on this slide will take you directly to the TEGS program page on the NMTD website.

20:04	This slide provides the link to Submittable where you will complete and submit your application.
20:14	Here is the contact information for the Tourism Development team.
20:18	If you have any questions following this webinar, you may also reach out to the grant info@td.nm.gov e-mail address for updates on NMTD programs and projects.
20:34	Please be sure to sign up for our industry newsletter here with this QR code and follow us on Facebook, Threads and Instagram.
20:42	Thank you again for your time and interest and we look forward to working with you.