

ROUTE 66 CENTENNIAL GRANT PROGRAM

MARKETING AND PROMOTIONS OPT-IN

This application is for the New Mexico Tourism Department's Route 66 Centennial Grant Program, Marketing and Promotions track. **This is an opt-in program for communities and associated non-profits along Route 66 that support Route 66 destination marketing and promotions for specific areas, year-round.**

An eligible fiscal agent is required for all parts of the Route 66 Centennial Grant Program.

Eligible fiscal agents include legal, nonprofit tourism-related organizations, as designated by the Internal Revenue Service (IRS), municipalities, counties, tribal governments, and special districts (i.e., Councils of Government) within the State of New Mexico.

Note: 501(c)(3) organizations are strongly encouraged to partner with a local government for all parts of this program. Additionally, 501(c)(3) organizations **must** provide documentation proving they are currently registered with the New Mexico Secretary of State **and** are in good standing with the New Mexico Department of Justice, formally known as the Attorney General's Office. 501(c)(6) organizations **must** provide documentation proving they are registered with the New Mexico Secretary of State.

Please fill out each question to the best of your ability.

Be sure to upload all required supporting documents as well as any additional documentation that you may have.

The form will auto-save as information is entered. Make sure you hit the "Submit" button when you complete the application. You should receive a confirmation email shortly after submitting.

Please be sure to review the Route 66 Centennial Grant Program Guidelines ([HYPERLINK to GUIDELINES](#)) before submitting your application.

SECTION 1: APPLICANT INFORMATION

1. Are you the designated Destination Marketing Organization (DMO) for the selected community?
 - Yes
 - No
2. Name of Entity and/or DBA Name
3. Type of Eligible Entity
 - Municipality
 - County
 - Tribal Government

- Special Districts (i.e., Councils of Government)
- Non-Profit Tourism Related Organization
- Other, please specify

2b. If “Non-Profit Tourism Related Organization” was selected, please indicate the type of non-profit

- 501(c)(3)
- 501(c)(6)

2c. If “501(c)(3)” was selected, please answer the following:

Have you partnered with a local government for this application?

- Yes
- No

If “Yes”, please provide the name of the local government partner

Provide documentation supporting this partnership (UPLOAD)

2d. If a 501(c)(3) or 501(c)(6) organization, provide proof of current registration with the New Mexico Secretary of State (UPLOAD)

If a 501(c)(3) organization, provide proof of good standing with the New Mexico Department of Justice (UPLOAD)

4. Primary Contact Information

- First Name
- Last Name
- Organization/ Entity's Name and/or DBA
- Title/Role
- Email Address
- Phone Number

5. Fiscal Agent Contact Information (if different than primary contact)

- First Name
- Last Name
- Organization/ Entity's Name and/or DBA
- Title/Role
- Email Address
- Phone Number

6. Signature Authority Contact Information

- First Name
- Last Name
- Organization/ Entity's Name and/or DBA
- Title/Role

- Email Address
- Phone Number

7. Mailing Address (of Signature Authority)

- Address Line 1
- (Address Line 2)
- City
- State
- Zip Code
-

8. Provide your Entity's NM Business Tax ID Number.

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

9. Provide your Federal Employment Identification Number (EIN).

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

10. Provide proof of eligibility (W9s, W9 subs, etc.) - UPLOAD

11. Is your community, or the community you serve, based in New Mexico within the Route 66 historic corridor (HYPERLINK to map)?

- Yes
- No

10b. Which historic New Mexico Route 66 community are you based out of or are serving? (DROPDOWN)

- Gallup
- Grants
- Tucumcari
- Santa Rosa
- Santa Fe
- Albuquerque
- Los Lunas
- Moriarity
- Clines Corners
- Laguna Pueblo
- Pecos
- Bernalillo
- Acoma Pueblo
- Navajo Nation
- Isleta Pueblo
- Santo Domingo Pueblo
- Santa Ana Pueblo
- San Felipe Pueblo
- Cochiti
- Other, please specify

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

- Cooperative Marketing Grant Program
- Clean & Beautiful Grant Program
- Rural Pathway Incubator Program
- Rural Pathway Grant Program
- Tourism Event Growth & Sustainability Program (TEGS)
- Destination Forward
- Other, please specify...
- I have not participated in any NMTD programs

SECTION 2: ROUTE 66 PROMOTION AND MARKETING OPT-IN REQUEST

13. Does your community, or the community you serve, have plans to promote and market your Route 66 destination specifically for the Centennial celebration in 2026?:

14. Which of the following options does your community, or the community you serve, wish to opt-in to with the promotional and marketing assistance provided by NMTD?

- Creative Production and Optimized Digital Media Placement Package
- Flex Funded Web Development/Enhancement (vendor estimates and scope of work must be submitted to NMTD for review and approval by September 18 2024. Work not pre-approved by NMTD may not be eligible for reimbursement.) (HYPERLINK TO SLIDE)
- Flex Funded Promotional Items (vendor estimates and selected items must be submitted to NMTD for review and approval by September 18, 2024. Items not pre-approved may not be eligible for reimbursement.) (HYPERLINK TO SLIDE)

SECTION 3: ROUTE 66 CRITERIA

Please indicate how your project will meet the following criteria for a Route 66 Centennial Marketing or Promotion Project and how it will support the goals of the initiative.

SPECIFIC ROUTE 66 CENTENNIAL SUPPORT ELEMENTS

15. Indicate which of the following elements your project will entail:

- Promote Route 66 destination
- Support in-state and national visitation
- Inspire a uniquely New Mexico True visitor experience related to Route 66

Please enumerate the Route 66 experiences in your destination that will entice this visitation
(TEXTBOX)

SECTION 4: PARTNERSHIP CONNECTIONS

16. List and identify any and all key partners or ad agencies that will be involved in the execution of your selected marketing and promotion initiatives opted into for this program.

Partners	
Agencies	

SECTION 5: MEASURING AND REPORTING SUCCESS

17. Do you have a dedicated tourism focused website with the primary purpose of attracting visitors to your destination?

- Yes
- No
- In the development process

18. Please provide the URL to this site:

19. Do you have access to Google Analytics for your website?

- Yes
- No
- N/A – no website or website in development

20. Do you have Google Tag Manager installed?

- Yes
- No
- N/A – no website or website in development

21. Who has access to make backend modifications (such as placing pixels) on your website?

- Me
- Internal Personnel
- External Agency/Contractor
- N/A or Not Sure

22. Do you currently have a dedicated online presence on the following social media channels? Check all that apply

- Facebook
- Instagram
- YouTube
- X (Formerly known as Twitter)
- Snapchat
- Pinterest

- Other
- None of the above

23. Are you a page OWNER for your Facebook account? Choose N/A if you do not have a Facebook page

- Yes
- No
- N/A or Not Sure

24. Are you a page ADMIN for your Facebook account? Choose N/A if you do not have a Facebook page

- Yes
- No
- N/A or Not Sure

25. If selected as an opt-in, how does your organization plan to distribute promotional items produced through this program?

26. If selected as an opt-in, what methodology will you use to measure and report success for your Flex Funded web production or enhancements?

SECTION 6: DOCUMENT UPLOAD CHECKLIST

For your reference, please use the checklist below to ensure that you have uploaded all the required documentation related to your Route 66 infrastructure project. 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 for applicant).
- If a 501(c)(3) or 501(c)(6) organization, proof of current registration with the New Mexico Secretary of State
- If a 501(c)(3) organization, proof of good standing with the Department of Justice, formerly known as the Attorney General's Office

OPTIONAL UPLOADS - BUT HIGHLY ENCOURAGED

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

- Any marketing materials, mock-ups, etc. may have already been developed.
- Any relevant supporting documentation you may have to address and support your specified goals and objectives above such as media, promotional strategies, surveys, etc.).

I, the undersigned, understand that this is an opt-in to the New Mexico Tourism Department's (NMTD) Route 66 Centennial Grant Program Cooperative Marketing track. I certify that I have read and reviewed this application and all supporting documentation for completeness, quality, and accuracy. I agree to participate fully in the Route 66 Centennial Cooperative Marketing Opt-in program if selected for

participation. I understand that the NMTD reserves the right to discontinue my participation in the program if I do not fulfill the commitments below at any point in the program.

I agree to: Attend scheduled calls and meetings; remain engaged in the project's success throughout the program, including implementation of deliverables and ongoing sustainability efforts; acknowledge that any failure to adhere to the parameters set forth herein may affect the applicant organization's eligibility for future awards from NMTD; follow the established Route 66 Centennial branding requirements; provide needed access to NMTD staff for the purpose of completing onsite assessments; provide all required documentation and information, including completion of all deliverables; collaborate with NMTD, providing timely input and responses to communications that ensure successful execution of all initiatives.

Signature

Date

/ / (YYYY/MM/DD)