

**TOURISM EVENT
GROWTH & SUSTAINABILITY PROGRAM**

FY23 APPLICATION CONTENT

Note: This document is for previewing purposes only; all applications for the program must be completed and submitted online at nmtourism.smapply.io.

INTRODUCTION

This application is for the New Mexico Tourism Department Tourism Event Growth & Sustainability Program. By completing this application, you are confirming your interest in working with NMTD in order to grow your event. Completion of this application does not guarantee approval for participation in the program.

This program may be subject to certain public health orders, as well as any other events beyond the control of NMTD and its staff.

For definitions of words and phrases in this application, please see the related definitions document available [here](#).

Eligible events will do **all** of the following things:

- drive out-of-state travel
- drive in-state travel resulting in overnight stays
- provide an experience aligned with the New Mexico True brand

Events which received FY23 appropriations or FY22 supplemental funding from the New Mexico State Legislature are ineligible to apply for this program.

The application will be open from Monday, April 18, 2022 to Friday, May 27, 2022.

PAGE 1

Did this event receive FY23 appropriations or FY22 supplemental funding from the New Mexico State Legislature?

- Yes **EVENT IS INELIGIBLE**
 No

PAGE 2

VENDOR STATUS

Are you currently a vendor within the New Mexico State SHARE system?

- Yes
 No **SKIP TO PAGE 4**

PAGE 3

Vendor Name

Vendor Number

PAGE 4

If the applicant is a nonprofit organization, is the nonprofit in good standing with the New Mexico Secretary of State and the New Mexico Office of the Attorney General?

(Select all that apply.)

- Yes, with the New Mexico Secretary of State
 Yes, with the New Mexico Office of the Attorney General
 No (Please Explain)
 Not Applicable (Organization is Not a Nonprofit)

If the fiscal agent identified is a nonprofit organization, is the nonprofit in good standing with the New Mexico Secretary of State and the New Mexico Office of the Attorney General?

(Select all that apply.)

- Yes, with the New Mexico Secretary of State
 Yes, with the New Mexico Office of the Attorney General
 No (Please Explain)

Not Applicable (Fiscal Agent is Not a Nonprofit)

Do you currently have an active W-9 on file with the State of New Mexico?

Yes

No

If you have a W-9 currently on file with the State of New Mexico, please upload it here.
If you do not currently have a W-9 on file with the State of New Mexico, please complete the form found at [this link](#) and upload it here.

 Upload a file

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APPLICANT CONTACT INFORMATION

Name

Organization Name

Role/Position Title

E-mail Address(es)

Phone Number(s)

Role in Event

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FISCAL AGENT INFORMATION

An eligible fiscal agent is required for all parts of this program.

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

The Event Accelerator and Event Sponsorship do not require a match or co-funding. The CoOp Events Advertising Program is a 2:1 co-funded marketing program in which awarded entities choose from a media menu up to an award of \$10,000.

Does this event currently have a fiscal agent?

- Yes
- No **EVENT IS INELIGIBLE**

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This fiscal agent is a... (select one)

- Government entity (municipality, county, tribal government)
- Nonprofit entity
- For-profit entity

Fiscal Agent Name

Representative Name

Representative Phone Number

Representative E-mail Address

CRS Identification Number

Name of Authorized Signatory (if/when a contract must be executed)

E-mail of Authorized Signatory

Does the fiscal agent agree to administer program funds, including for the 2:1 co-funded marketing award?

- Yes
- No **EVENT IS INELIGIBLE**

NMTD PROGRAM PARTICIPATION

Has this event participated in the Strategic Events Recovery Readiness Initiative (SERRI) program offered by NMTD?

- Yes
- No **SKIP TO PAGE 10**

Fiscal Year(s) of Participation

(The NMTD fiscal year runs from July 1 to June 30; e.g., FY22 = July 1, 2021-June 30, 2022)

Has this event ever participated in any NMTD programs in prior years?

- Yes
- No **SKIP TO PAGE 12**

Please list program(s) and year(s) of participation.

PRIMARY EVENT DETAILS

Event Name

Event Type

Select all that apply.

- Concerts & Performances
- Festivals & Fairs

- Food & Wine
- Big Annual Markets
- Native American Events
- Balloon Fiestas & Rallies
- Sporting / Outdoor Recreation
- Other (Please Specify)

Event Description

Current or Proposed Location(s)

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EVENT TIMING

Current Edition Number (for 2022, or 2023 if event not held in 2022)
(e.g., 50th Annual Balloon Festival = 50)

Date(s) for 2022 (or 2023 if 2022 dates have already passed)

Are the event's dates always at the same time of year as the dates listed above?

- Yes **SKIP TO PAGE 15**
- No

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Please select the month(s) when the event normally takes place.

If the event spans two months or is sometimes in one month and sometimes in another, select both months.

- January
- February

- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

ATTENDANCE

Event Attendance in **2019**

- 4,999 or fewer
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000+
- Not sure

What was the **most recent** year this event was held?

- 2016
- 2017
- 2018
- 2019 **SKIP TO PAGE 17**
- 2020
- 2021
- 2022
- Other (Please Specify)

Event Attendance in **Most Recent Year** Held

- 4,999 or fewer
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000+
- Not sure

Projected Attendance in 2022 (or 2023 if 2022 dates have passed)

- 4,999 or fewer
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000+
- Not sure

If selected for participation in this program, how many estimated **additional** visitors would the event receive?

Please provide evidence to support this estimate (in the box here and/or in the upload section below) (e.g. marketing plan, etc.).

Please use this upload area to provide any additional support of the above estimate.

Optional

 Upload a file

Where do attendees come from?

List percentages; you may estimate if you do not know exact numbers. For definitions of these terms, please see the related entries in the definitions document available [here](#).

- Local / Immediate Region
- In State
- Out of State / National
- International
- Other (Please Specify)
- Not sure

EVENT STATUS

Was this event canceled due to Covid-19?

If the event moved to a hybrid or virtual-only model, please reply No.

- Yes, in 2020
- Yes, in 2021
- Yes, in 2022
- No

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Was the event format changed due to Covid-19 (not including years when the event was canceled)?

Please select all that apply; answers may be different for different years.

- Yes, the format changed from in-person only to virtual-only.
- Yes, the format changed from in-person only to hybrid (in-person and virtual).
- No, the format stayed the same. **SKIP TO PAGE 21**

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Will the event remain hybrid post-Covid, or will it return to in-person only?

- The event will remain hybrid
- The event will return to in-person only

PAGE 21

Has this event recently been revived after having been discontinued (not including cancellations due to Covid-19)?

- Yes
- No **SKIP TO PAGE 23**

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Why was the event originally discontinued, and why has it been revived?

PAGE 23

ORGANIZING BODY

Name of Primary Organizing Body

Status of Primary Organizing Body

- Government entity
- For-profit
- Nonprofit

Please list any additional organizing bodies and their status (government entity, for-profit, nonprofit).

PARTNERSHIPS

For definition, please consult the document available [here](#).

Please list all current partnerships and include their length (how long they have existed).

Please list any desired or future partnerships.

EVENT GOALS

What are the event's primary vision and goals? Who is the event meant to benefit?

What does success look like for this event (this year, next year, in five years, in ten years...)?

Other (Please Specify Below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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If you selected Other above, please specify here.

VENUE

What is the status of the event venue(s)?

Select all that apply.

- Contracted
- Selected but not contracted
- Not selected
- Had a venue, but contract fell through
- Other (Please Specify)

PROGRAMMING

What is the status of the event talent?

Select all that apply.

- Contracted
- Selected but not contracted
- Not selected
- Had talent, but contract(s) fell through
- Not applicable
- Other (Please Specify)

What is the status of the event programming?

- Finalized
- In planning phase
- Not yet started
- Other (Please Specify)

How will the event programming be expanded over time?

How will the event reach more audiences/areas of interest over time?

Does the event have a wish list of future programming that has not been able to be executed due to challenges?

- Yes
 No **SKIP TO PAGE 28**

PAGE 27

Please describe the wish list of future programming that has not been able to be executed due to challenges.

PAGE 28

Please upload a list or schedule of the event's current programming.

 Upload a file

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DATA COLLECTION & ANALYSIS

Is information currently collected about the event and/or event attendees?

- Yes
 No **SKIP TO PAGE 31**

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What data/information is currently collected?

Select all that apply. For definitions of these terms, see the definitions document available [here](#).

- Number of attendees/participants and/or number of tickets sold
 Average group size
 Attendee/participant demographics
 Percentage of attendees from outside community

- Ticket and/or package price(s)
- Average number of days attended
- Average number of nights in area
- Percentage of attendees staying at commercial lodging
- Average nightly lodging cost
- Average daily spend on food/beverage
- Average daily spend on non-food/beverage items
- Attendee transportation type (car (own/rental), RV, plane, etc.)
- Average transportation costs (including gas/fuel)
- Other (Please Specify)

Please upload any relevant information or data.

 Upload a file

How is data currently collected and analyzed for statistical purposes?

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Are there any challenges in collecting or analyzing event data?

- Yes
- No **SKIP TO PAGE 33**

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Please describe these challenges in collecting or analyzing event data.

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MEDIA PRESENCE AND DISCOVERABILITY

Does this event currently have a media plan?

- Yes

No **SKIP TO PAGE 35**

PAGE 34

Please describe the event's media plan.

PAGE 35

Does this event currently have a strategic marketing plan?

Yes

No **SKIP TO PAGE 37**

PAGE 36

Please describe the event's strategic marketing plan.

PAGE 37

FINANCES

Does the event currently have a multi-year budget and/or financial plan?

Yes

No **SKIP TO PAGE 39**

PAGE 38

Please describe the event's multi-year budget and/or financial plan.

CONTINUITY AND GROWTH

Please describe the current status of community buy-in for this event, including support received and challenges faced. Include how the local community/communities currently or could contribute to the event's various phases.

Community is defined as: any persons or entities affected by the event or involved in any stage of the event; local residents; local businesses; local/immediate region organizations; public entities (Mayor's Office, Town Council, DMO, COG, other elected officials, utility companies, DOT, etc.); local/immediate region media and sponsors; volunteers, volunteer organizations; etc.

Does the event currently include diverse audiences in its planning, implementation, and ongoing growth and improvement?

- Yes
- No **SKIP TO PAGE 41**

Which audiences does the event currently include, and how?

What additional audiences could potentially be included in these processes?

Does this event currently rely on any weather-related conditions (for instance, outdoor events requiring moderate temperatures; events related to agriculture; ski/water sports; etc.)?

- Yes
- No **SKIP TO PAGE 43**

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Please specify the weather-related conditions upon which the event relies.

PAGE 43

Has this event faced any weather-related challenges?

- Yes
- No **SKIP TO PAGE 45**

PAGE 44

Please specify the weather-related challenges faced.

PAGE 45

PERMITTING & INSURANCE

Does this event require permitting of any kind?

- Yes
- No **SKIP TO PAGE 48**

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Please select all that apply.

- Federal
- State
- County
- Other (Please Specify)

Does this event currently face any challenges with permitting?

- Yes
- No **SKIP TO PAGE 48**

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Please describe these permitting challenges.

PAGE 48

Does this event require insurance of any kind?

- Yes
- No **SKIP TO PAGE 51**

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Does this event currently face any challenges with insurance?

- Yes
- No **SKIP TO PAGE 51**

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Please describe these insurance challenges.

PAGE 51

ECONOMIC IMPACT

Please complete the following items to the best of your ability. Enter data for the event's 2019 edition and for the event's most recent edition.

If data has not been collected for an item, please enter Not Collected.

For definitions, please see the entry for “Economic Impact” in the document found [here](#).

	2019 Edition	Most Recent Edition
Number of Tickets Sold		
Price Per Ticket		
Number of Attendees		
Percent of Attendees from Outside Community		
Average Group Size		
Average Number of Days Attended		
Average Number of Nights in Area		
Percent of Attendees Staying at Commercial Lodging		
Average Nightly Lodging Cost		
Average Daily Spend on Food and Beverage		
Average Daily Spend on Other		

Please upload any relevant documents related to the event’s economic impact.

Optional

 Upload a file

SPONSORSHIP

Does the event have multiple components or themes? If yes, please list. If no, please enter N/A. (e.g. a space festival with STEM activities; a river festival combining family-friendly and outdoor recreation activities; etc.)

What percentage of the event's total revenue currently comes from sponsorship contributions?

% **IF 0, SKIP TO PAGE 54**

CURRENT SPONSORSHIPS

Please list all sponsorships the event currently has. For definitions, consult the document available [here](#).

	Sponsor Name	Sponsor Location <i>Dropdown options</i> <i>Local/Immediate Region</i> <i>In-State</i> <i>Out-of-State / National</i> <i>International</i> <i>Other</i> <i>Unsure</i>	Contribution / Sponsorship Type <i>Dropdown options</i> <i>Cash Only</i> <i>In-Kind Only</i> <i>Cash & In-Kind</i> <i>Other</i> <i>Unsure</i>
1			
...			
20			

If the event has more than 20 current sponsors, list them here (name, location, contribution / sponsorship type).

Optional

Please list all sponsorships currently under negotiation or being applied for.

If there are none, please enter N/A.

Please list any desired sponsorships which have been identified for the event.

If there are none, please enter N/A.

Please upload a list of the event's sponsorable items.

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

 Upload a file

Please identify all currently available funding sources (not including sponsorships).

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STATEMENT OF COMMITMENT

I, the undersigned, understand that by submitting this application I agree to participate fully in the Tourism Event Growth & Sustainability Program if selected for participation. I understand that the New Mexico Tourism Department reserves the right to discontinue my participation in the program if I do not fulfill these commitments at any point in the program.

I agree to:

- Attend scheduled calls and meetings; one cancellation/reschedule is permitted in case of emergency.
- Support the mission, vision, values, and goals of the event as defined through participation in the program.
- Remain engaged in the event's ongoing success throughout the entirety of the process, including implementation and ongoing sustainability efforts.
- Acknowledge that any failure to adhere to the parameters set forth herein may affect the event's eligibility for future awards.

If selected for the Event Accelerator, I agree to:

- Provide all required documentation and information, including but not limited to:
 - Scope of work with detailed deliverables that address the specific opportunities identified in the Online Discoverability Audit prior to commencement
 - Reimbursement request with proof of execution and proof of payment to vendor
- Provide an eligible fiscal agent to administer all funds provided through this program.

If selected for the Event Sponsorship, I agree to:

- Provide all required documentation and information.
- Raise the same amount in cash sponsorships as the amount given by NMTD.
- Provide brand impressions equal to the contract amount.

- Provide any additional information necessary to evaluate eligibility for participation in a national sponsorship sales program.
- Provide an eligible fiscal agent to administer all funds provided through this program.

If selected for the CoOp Events Advertising Program, I agree to:

- Provide all required documentation and information, including but not limited to:
 - Selections from menu of marketing opportunities
- Meet or exceed the requirements to promote the event through advertising and media efforts as defined in the Award Summary, as approved by NMTD.
- Make all payments in accordance with the requirements provided by NMTD.
- Agree to follow the established New Mexico True Brand Style Guide available here.
- Obtain prior approval from NMTD for any and all use of the New Mexico True Brand. NMTD reserves the right to inspect any usage of the Brand to ensure proper quality and consistency.
- Collaborate with NMTD, providing timely inputs and responses to communications that ensure successful execution of all initiatives.
- Provide an eligible fiscal agent to administer all funds provided through this program and the required co-funding.

Today's Date

MM/DD/YYYY

Signature

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LETTERS OF SUPPORT

Please upload letters of support from the event's town/city representative, county representative, Chamber of Commerce, and DMO. Applications which do not have a letter of support from each of these entities will not be considered for program participation.

Town/City Letter of Support

 Upload a file

County Letter of Support

 Upload a file

Chamber of Commerce Letter of Support

 Upload a file

DMO Letter of Support

 Upload a file

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ADDITIONAL UPLOADS (OPTIONAL)

If desired, you may use this section to upload any additional materials pertinent to this application.

 Upload a file

IF COOP EVENTS ADVERTISING PROGRAM WAS CHECKED IN THE LAST QUESTION ON PAGE 24, APPLICATION CONTINUES TO NEXT PAGE. IF NOT CHECKED, APPLICATION ENDS.

PAGE 58 – EVENTS COOP APPLICATION SECTION

This section of the application is specifically for the CoOp Events Advertising Program.

Submissions will be evaluated based on your responses to the following questions and supporting documentation. NMTD will consider your responses to the following questions, MMP menu requests, and other factors to make its decision. Partner investments toward approved items will be matched 2:1 by NMTD.

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NARRATIVE

This is your opportunity to tell us more about your event and describe ways in which you plan to collaborate and leverage this program to grow your event.

OVERVIEW

Explain how your event is quintessentially New Mexican. What about it appeals to your target market? How does it contribute to overnight stays/visitor spending?

COLLABORATION

List key collaborators, members, and roles within the organization that will support CoOp initiatives and investments.

List external stakeholders who will actively participate and the role each will play toward the event's overall success (e.g. part of the decision-making process, creative team, additional funding source, etc.). Do not include those who are receiving payment for services rendered.

MARKETING

Please provide the event's website URL and all social media handles.

How do you market your event?

Provide a written example of a marketing message with associated "call to action" that illustrates trip conversion power. You may choose to upload a visual example at the end of this application.

How will initiatives provided through this program complement your event marketing plan as a whole?

Include information about any planned advertising initiatives and campaigns outside of CoOp.

BUDGET

Indicate whether there are/will be any other funding sources from outside your organization (e.g. federal funds or contributions from the private sector). Funds from for-profit entities may not exceed 49% of the awarded entity's total investment.

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DOCUMENT UPLOADS

IRS Nonprofit Letter

If the applicant organization and/or fiscal agent identified are nonprofit organizations, upload evidence of nonprofit status for each.

If neither the applicant organization nor the fiscal agent are nonprofit organizations, skip this item.

Accepted formats: DOC, DOCX, PDF

 Upload a file

Example Advertisement (Optional)

Upload a marketing message with associated "call to action" that illustrates trip conversion power.

Accepted formats: PDF, JPG, PNG

 Upload a file

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SIGNATURE OF ORGANIZATION/CONTRACTUAL CONTACT

Understanding that this is a competitive process, I have read and reviewed this application and all supporting documentation for completeness, quality, and accuracy.

Furthermore, I understand that my organization is responsible for making accurate and timely payments for all marketing options selected.

Finally, as a member of the applying organization, I agree to provide inputs and adhere to deadlines per the Production Summary, either utilizing internal resources or by contracting with a third party.

Today's Date

MM/DD/YYYY

Signature
